

LIFE

CORONATION GUIDE
HOW TO FOLLOW PARADE, ABBEY RITUAL



DAUGHTERS OF THE STARS
MARGARET SULLAVAN'S
15-YEAR-OLD BROOKE

20 CENTS

JUNE 1, 1953

Why put up with messy



hand defrosting?



"Magic Cycle" is the safer, simpler, automatic defrosting system that's so efficient frozen foods stay far below freezing during the brief defrosting cycle. Choose any one of 4 brilliant all-new "Magic Cycle" models . . . and say goodbye to messy hand defrosting for good.

NOW YOU CAN TRADE FOR THIS FEATURE-FILLED KELVINATOR WITH "MAGIC CYCLE" DEFROSTING FOR LESS THAN \$3.53** A WEEK!



Kelvinator Model KPC Refrigerator costs only \$339.95†. Electric Range shown is Kelvinator 30" Model ER-353 with "Great Scot" oven. Cabinets are Kelvinator base cabinets and Kelvinator "Pantryettes" with sliding glass doors.

*Patent applied for. • **After minimum down payment. †Manufacturer's suggested retail price, including delivery.

HURRY! HURRY! IT'S NOT TOO LATE TO WIN A \$1000 VACATION IN KELVINATOR'S "HOMEMAKER'S HOLIDAY" CONTEST! You still have a chance to win a \$1000 vacation, a Kelvinator appliance or one of hundreds of other valuable prizes! Kelvinator's "Homemaker's Holiday" Contest doesn't close until July 3, 1953. So get your entry blank and full details now from your Kelvinator dealer. There's nothing to buy . . . no obligation. See your Kelvinator dealer today.

It doesn't cost a lot of money to have the finest. You can trade in your old too-small, outmoded refrigerator on this roomy new Kelvinator with every convenience feature you've ever wanted . . . and surprise yourself at how little actual cash it costs. And then you'll wonder why you ever put up with those old inconveniences. You'll find that Kelvinator's "Magic Cycle" Defrosting frees you forever from the mess and bother of hand defrosting. You'll learn how you can take full advantage of frozen food savings with Kelvinator's big, across-the-top freezer.

You'll see how Kelvinator's Roll-

Out Dairy Shelf, Built-in Butter Chest and Shelves-in-the-door put an end to blind groping for often-used foods. You'll discover that Kelvinator's twin "Moisture-Seal" Crispers keep fruit and vegetables garden fresh for days and days . . . and Kelvinator's compact Cold-Clear-To-The-Floor design gives you more than 9 cubic feet of refrigerator space in less floor space than your old-fashioned '6'. Then, as years go by, you'll experience the dependable, trouble-free, economical operation that will provide the final proof that you were wise in choosing a Kelvinator. This is an offer you can't afford to pass up!



Trade hide-and-seek for foods for "Roll-Out Dairy Shelf" that glides out on nylon rollers, puts hard-to-get-at foods at your fingertips.



Trade too-hard butter for built-in Butter Chest that keeps butter in door within easy reach at all times. Holds a full pound, also tray for table use.



Trade dry produce storage for Moisture-Seal Crispers that keep fruits and vegetables "moist-cold" to stay crisp and fresh for weeks.

LOOK AT THE FEATURES...LOOK AT THE SPACE...LOOK AT THE PRICE...

IT'S TIME TO

TRADE FOR

Kelvinator

and join the Kelvinator Parade to Better Living!

Kelvinator, Division Nash-Kelvinator Corp., Detroit, 32, Mich.

Refrigerators • Ranges • Freezers • Washers and Ironers • Electric Water Heaters • Dehumidifiers • Kitchen Cabinets & Sinks • "Electro-Drain" Garbage Disposers • Room Air Conditioners



"Let your own mirror show you..." SAYS MRS. SALVATORE RANDZZO, ANOTHER LOVELY WOODBURY BRIDE

Your New Complexion Secret

New Woodbury Soap made with Face Cream Oils

Now have skin that's soap-and-water clean, and still softened by the same fine oils and emollients used in expensive face creams.

These oils were added to New Woodbury Soap because they're intended to help *replace* the natural oils you wash away with ordinary soaps — the oils that keep skin looking fresh and young! Think what that means — specially to dry skin!

New Woodbury Soap is such a *delightful* beauty care! It gives more generous, rich, creamy lather which cleanses more gently and thoroughly. It's a lovely sea-spray green color, and has an exquisite new bridal-flower fragrance that lingers delicately.

The new blue-and-white wrapper with the lovely lady and her mirror is the symbol of a new and lovelier you — of the cleanest, most radiant complexion of your life! Look for the new symbol on both bath and complexion size.

Now better than ever! 'Woodbury Soap for the skin you love to touch!'



FORAGE MASTER WALTER WILLIAMS
Franklin, Texas

Walter Williams, who was born in Mississippi 110 years ago, served with the Confederate forces as forage master in the Fifth Regiment of Hood's Brigade. He distinguished his advancing years with uncommon virility. He fathered 12 children by his second wife, whom he married at 50. Today, the oldest living Civil War veteran, he lives on a farm near Franklin, Texas with his wife, Ella Mae (*above*), who is 79, and his youngest son, 30. In the old

weathered frame shack where he now spends all of his days, Williams wakes up in a bedroom plastered with a collection of aging birthday cards and starts his morning with a toddy of whisky, a chew of tobacco and a cup of coffee. By day he sits in an old rocking chair on his creaking porch, moving little and talking even less. But Williams is quietly fulfilling an old ambition "to live until everyone else is gone, just to see what'll happen."

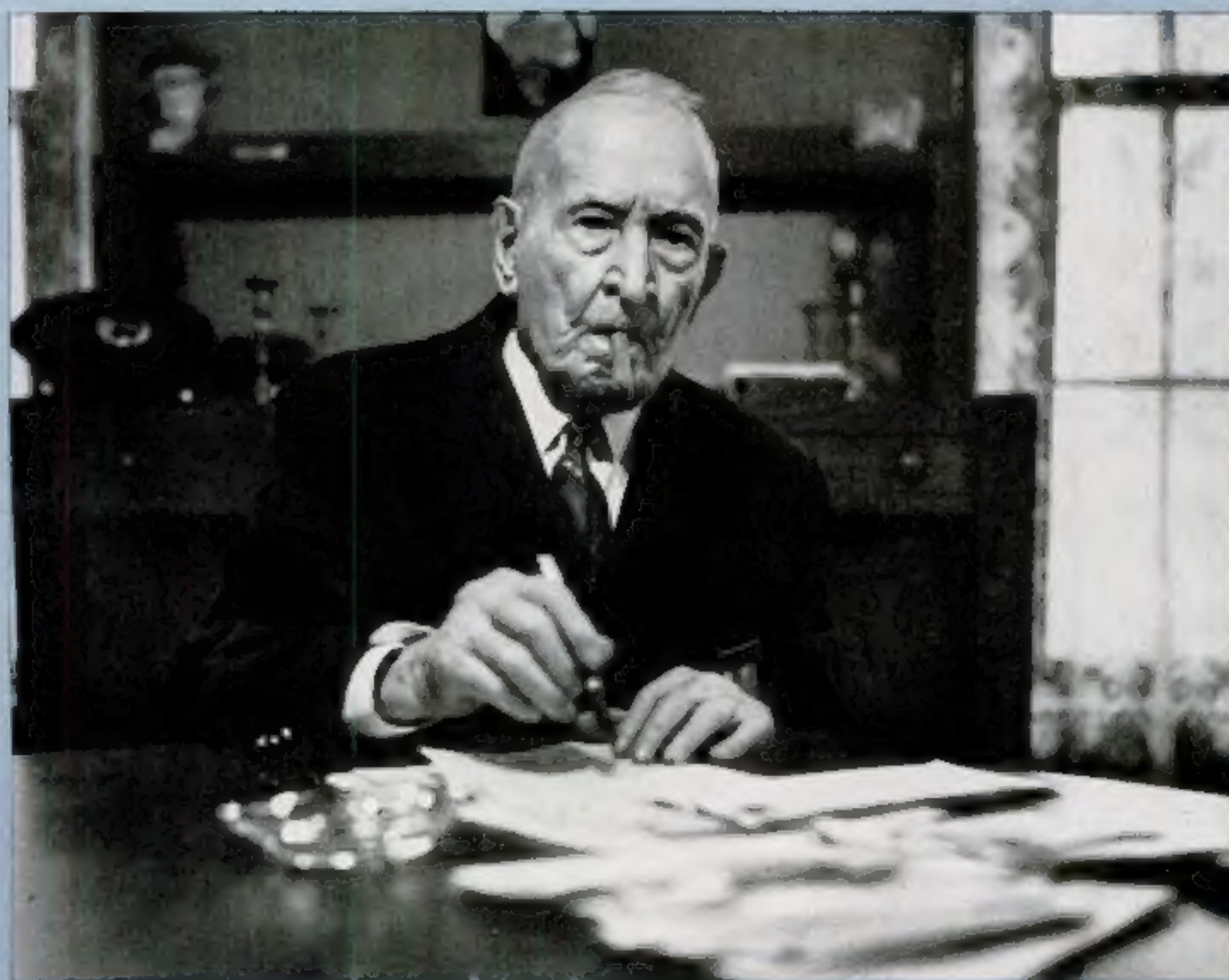


SPEAKING OF PICTURES . . .

. . . These are the last five veterans of the Civil War

Of the three million men who had worn the Gray or the Blue in the Civil War, which came to a close 88 years ago, only five are still alive to celebrate this Memorial Day. All of them more than 100 years old, they are living out their days with the help of relatives and with pensions of from \$50 to \$150 a month. None of them has stirring war stories to tell because, having enlisted for military service as youngsters when the war was nearly over, they seldom saw the enemy or heard much gunfire.

The North held its last encampment in 1949, when there were at least 68 veterans of both sides still living (*LIFE*, May 30, 1949). The South held its last in 1951. Now, of the remaining five officially recognized veterans, all but one are Confederates. From the ranks of the more numerous Northerners who saw the war's end, the only one now alive is a one-time drummer boy (*below*) who has become both commander and troops for what is today the one-man Grand Army of the Republic.



DRUMMER BOY ALBERT WOOLSON
Duluth, Minnesota

Albert Woolson, the sole surviving member of the Grand Army of the Republic, is a vigorous, 106-year-old institution in the city of Duluth where he now makes his home. In a radio interview on his birthday this winter he puffed on one cigar after another, shuffled through hundreds of congratulatory messages and roared all the stanzas of *Just before the Battle, Mother*. The townspeople know him as a deaf but high-spirited centenarian who romps

with his 3-year-old grandchild, tramps upstairs and down several times a day and still insists on doing his own snow shoveling. Woolson needs no urging to roll the drums or toot the bugle as he recalls his year with the Minnesota Volunteers' First Heavy Artillery Regiment. A drummer boy, he heard only a dozen shots fired, but he watched with awe as General Sherman's troops moved past his camp in Chattanooga on their way to Atlanta.

This One



KB6U-BRL-5KDW



HOME GUARDSMAN WILLIAM LUNDY
Laurel Hill, Florida

William Allen Lundy (*left*) quit his father's farm to serve in a Home Guard Company defending the Alabama countryside in 1865. He fired no shots at the enemy. The Yanks came through his town "but," remembers Lundy, "they bothered nothing so we didn't bother them." Today, at 105, he lives with a daughter and a son on a farm in Florida. Although he had to give up hunting two years ago, he boasts that he has never been treated by a doctor. He treats his minor ills with a salt-water gargle, his serious ailments with a potion of beef-foot oil and turpentine and is now about ready to give up whisky. "It is hard for me to recollect," Lundy told *LIFE's* photographer. "You are here to take my picture, but you will go away and I will forget that you were ever here."

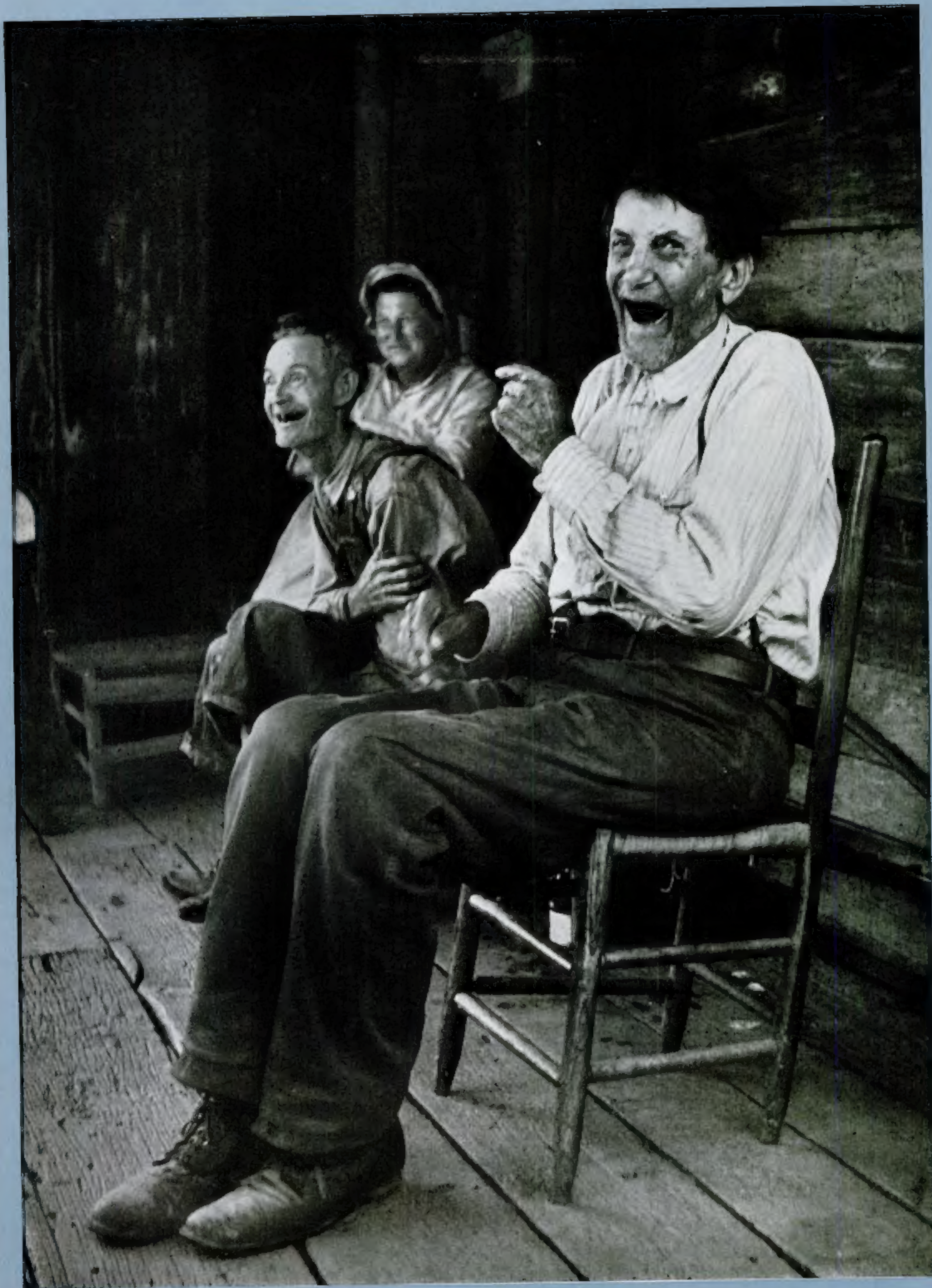
SOLDIER JOHN SALLING
Slant, Virginia

John Salling (*opposite page*) knows he was born in the Scott County mountains of Virginia, but the date has been long since forgotten and he can only estimate his age at 106. In the war he served in the 25th Virginia Regiment but never saw a battle or the enemy. Instead he worked in the mines digging saltpeter for Confederate gunpowder. At various times in his life he worked as a farmer, logger and bootleg distiller of "a sight of brandy." Today, toothless but spry and alert, he lives with relatives in Scott County and occasionally walks more than a mile to the little post office in the village. Sitting around the country store and gossiping with friends, Salling likes to reveal his own proven formula for keeping hair thick and dark: "Don't wash it but once every five years."

SOLDIER THOMAS RIDDLE
Austin, Texas

Thomas Evans Riddle, who turned 107 this spring, lives out his days as the only Confederate veteran residing at the Texas Confederate Home in Austin. In keeping with his distinction he enjoys a private room the size of a small hospital ward. By his bedside is stored the evidence of his daily pleasures: boxes of cigars, his dominoes and a guest book for visitors to sign. As a soldier in the 22nd Regiment of the Tennessee Army, he served for 18 months but never saw any combat. Last year he became a party to a lawsuit based on the claim that he was half-brother to Samuel Riddle, the owner of *Man O' War*, who died recently and left a multi-million dollar estate. As a result of the suit he is getting proposals of marriage from women all over the state and firmly rejecting them.





For your enjoyment
wherever you go!

SYLVANIA

presents

THE SMARTEST, MOST PRACTICAL
PORTABLE RADIO IN HISTORY!



The ALL NEW
CATALINA
AC • DC • BATTERY
PORTABLE
RADIO

Now Sylvania brings you the "last word" in portable radios. It's styled for tomorrow... powered for clear distance-reception... and available in your choice of 6 beautiful indoor-outdoor colors. You'll want the amazing Catalina with you, wherever you go. Indoors, a striking table radio... outdoors, the Catalina is the sturdiest of fine portables. Your eyes will like the Catalina! Your ears will love it!

EASY TO CARRY



A concealed handle flips into carrying position and your Sylvania Catalina is ready to go with you.

STANDS UP—LAYS FLAT!

Ingenious dial arrangement allows you to enjoy your Sylvania Catalina in either position.



USE IT INDOORS, TOO!



Slip off the convenient battery base and your Sylvania Catalina is a smart, colorful table radio.

In 6 Beautiful Colors!

LUGGAGE TAN • CHERRY RED
JONQUIL YELLOW • CHARCOAL
HEMLOCK GREEN • DESERT SAND

SYLVANIA

Sylvania Electric Products Inc.
254 Rano Street, Buffalo 7, New York

RADIO
TELEVISION



LIGHTING
ELECTRONICS

HURRY...SEE YOUR SYLVANIA DEALER NOW!

FREE OF EXTRA COST!

"Fun Lovers'" Special

This big \$7.95 value
**TARTAN TOTE
PICNIC COOLER**

at absolutely no extra cost
with your purchase of a new

**SYLVANIA
Portable Radio**

IF YOU HURRY

Big four gallon,
all-purpose pic-
nic cooler. Dry-
pac tray for sand-
wiches plus loads
of space for food,
beverages, ice.



LIMITED
TIME ONLY!

\$52.90 VALUE

Radio \$44.95 • Picnic Cooler \$7.95

BOTH \$44.95
For Only

less batteries

Slightly higher West and South

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Lunsen
EDITORIAL DIRECTOR.....John Shaw Billings

BOARD OF EDITORS

Daniel Longwell.....CHAIRMAN
Edward K. Thompson.....MANAGING EDITOR
Maitland A. Edey.....ASSISTANT
Sidney L. James.....MANAGING EDITORS
John K. Jessup.....CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Fillmore Calhoun, Robert T. Elson,
Joseph Kastner, Marian A. MacPhail,
Hugh Moffett, John Osborne,
Philip H. Wootton Jr.,
STAFF WRITERS

Robert Coughlan, Ernest Havemann, Win-
throp Saragant, Robert Wallace,
PHOTOGRAPHIC STAFF

Ray Markland.....PICTURE EDITOR
ASSISTANTS: Frank J. Scherschel, London
Wainwright,
Margaret Bourke-White, Cornell Capa, Ed-
ward Clark, Ralph Crane, Louis Dean,
John Dondis, David Douglas Dunbar,
Alfred Eisenstedt, Eliot Elisofon, J. R.
Everman, N. R. Farberman, Andreas Fein-
inger, Albert Fenn, Fritz Goro, Allan
Grant, Yale Joel, Mark Kaulman, Robert
W. Kelley, Dmitri Kessel, Wallace Kirk-
land, Nina Leen, Thomas McAvoy, Francis
Miller, Ralph Morse, Carl Mydans, Gordon
Parks, Michael Rausier, Walter Sanders,
Joe Scherschel, George Silk, George Skau-
ding, W. Eugene Smith, Howard Sochurek,
Peter Stackpole, Hank Walker,
FILM EDITORS: Margaret Sargent, Barbara
Brewster, Miriam Smith,
ASSOCIATE EDITORS

Oliver Allen, Donald Birmingham, William
Jay Gold, William P. Gray, Mary Hamman,
Sally Kirkland, Kenneth MacLeish, Tom
Pridmore, Marshall Smith, Claude Stanush,
John Thorne,
ASSISTANT EDITORS

Herbert Breen, William Brinkley, Earl
Brown, Robert Campbell, Gene Cook, John
Dille, David B. Dreiman, Lee Etington,
Honor Fitzpatrick, Ralph Graves, Muriel
Hall, Jerry Hanniffin, Richard W. Johnston,
Mary Leatherlee, Patricia O'Connell, Nor-
man Ross, Dorothy Seiberling, Mary Lou
Skinner, Margit Varga, Valerie Vunder-
muhl, Robert Wernick, Keith Wheeler,
A.B.C. Whipple, Warren Young, David
Zeitlin,
REPORTERS

Robert Ajemian, Shana Alexander, Mary
Elizabeth Barber, Margaret Bassett, David
Bergamini, Vivian Campbell, Barbara
Dawson, Anne Denny, Beatrice Dobie,
Terry Drucker, Laura Ecker, Clay Felker,
Jean Ferriss, Nancy Folkes, Nancy Genet,
Robert Ginn, James Goode, Patricia
Graves, Roxane Guerrero, Terry Harman,
Kay Hendry, Alice Higgins, Helen Hodges,
Judith Holden, Bayard Hooper, Monica
Horne, Patricia Hunt, Leon Jaroff, Pa-
tricia Johnson, Nancy King, James Leben-
thal, Marshall Lunsden, Helena Malinow-
ska, Mary Ellen Murphy, Loreta Nelson,
Susan Neuberger, Grayce Northross, Wil-
liam Poin, Eleanor Parish, Patsy Parkin,
Maya Pines, John Porter, Henriette Rosen-
burg, Katharine Satter, Robert Samayerson,
Kathleen Shortall, Gabrielle Smith, Jeanne
Stahl, Marion Steinmann, Henry Suydam
Jr., Lucy Thomas, Alice Thompson, Vir-
ginia Ussell, Claire Walter, Margaret
Williams,
COPY READERS

Helen Dewell (Chief), Dorothy Illson, Ber-
nice Adelson, Irmeline Barry, Hilda Edson,
Clara Nicolai, Suzanne Seixas, Rachel Tuck-
erman,
PICTURE BUREAU

Dorothy Hoover (Chief), Natalie Kosek,
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Milar,
PICTURE LIBRARY

Alma Eggleston (Chief), Jennie Hart, Doris
O'Neil,
LAYOUT

Bernard Quint (Assistant Art Director), Wil-
liam Gallagher, Hilde Adelsberger, Matt
Greene, Earl Kersh, Fernando Martinez,
Behri Pratt, Anthony Sodaro, Alfred Zingaro,
NEWS SERVICES

U.S. AND CANADIAN: Lawrence Laybourne
(Chief of Correspondents), Irene Saint,
Tom Carmichael, Robert Morse, Jean Snow,
Grace Brynolson, Bureau—WASHINGTON:
James Shepley, James Truitt, Mary H.
Cadwalader, Helen Fennell, William Good-
rick Jr., Will Lang, Chicago: Sam Welles,
George Hunt, Ruth Dennis, Robert Drew,
George Shiras, Los Angeles: Ben William-
son, Frank Campion, Stanley Flink, Vir-
ginia Hobbs, Philip Kunhardt Jr., Richard
Meryman Jr., Atlanta: William S. How-
land, Coles Phinney, Boston: Jeff Wyllie,
John Bryson, Dallas: William Johnson,
Scott Leavitt, Houston: Willard C. Rap-
pley Jr., Denver: Ed Ogle, Charles
Chapman, Detroit: Fred Collins, Edward
Kern, San Francisco: Alfred Wright,
Richard Pollard, Jane Estes, Seattle:
Dean Breis, Ottawa: Serrell Hillman,
Byron Rogers, Montreal: James R.
Conant, Toronto: Robert Parker, Frank
McNaughton (Special Correspondent),
FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), John Boyle, Donald Burke,
Bureau—LONDON: Andre Laguerre, Gene
Farmer, Dora Jane Hamblin, Ruth Lynan,
John Mulliken, Paris: Eric Gibbs, John
Jenkinson, Mathilde Camacho, Nathalie
Kotchoubey, Joann McQuiston, Milton
Orshelsky, Bonn: Frank White, Roy
Rowan, Rome: Robert Neville, John Luter,
Madrid: Piero Saporiti, JOHANNESBURG:
Alexander Campbell, MIDOLE EAST: James
Bell, New Delhi: James Burke, SINGA-
PORE: John Dowling, HONG KONG: John
Meeklin, Tokyo: Dwight Martin, Donald
Weeks, Mexico City: Robert Lubar, PAN-
AMA: Philip Payne, RIO DE JANEIRO: Cran-
ton Jones, BUENOS AIRES: Ramelle McCoy,
PUBLISHER

Andrew Heiskell
ADVERTISING DIRECTOR
Clay Buckhout

5

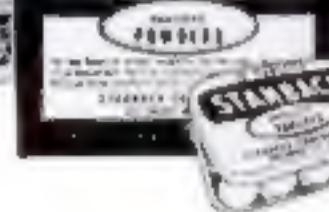
REASONS WHY
MILLIONS OF
STANBACK
ARE USED YEARLY

1. Several fast-acting medically-
approved ingredients, scienti-
fically blended into easy-to-
take Tablets or Powders.
2. Reduces fever, relieves aches
and pains and sore, aching
muscles that accompany colds.
3. As a gargle STANBACK re-
lieves sore throat due to colds.
4. Relieves simple headache—
neuralgia, discomforts due to
colds.
5. Handy to carry in pocket or
purse for convenience at work
or play.



TEST STANBACK
AGAINST ANY
PREPARATION
YOU'VE EVER USED!

STANBACK



Snap Back with
STANBACK

Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.
for ADULTS and CHILDREN



MEN

of
Production

See Dickies
Big ad
in this issue.

IDEAL'S
California Gardens
POOL

Keeps them
HAPPY • SAFE and COOL



BRING THE BEACH TO YOUR HOME

Let them splash... let them play... let them
enjoy the happiest summer of their young lives
in Ideal's wonderful wading pool. Long-lasting,
heavy gauge Vinylue... gaily decorated. EASY
to inflate. EASY to drain. Size: 67" x 47" x
9"—\$10. Other sizes \$8, \$13.
Get one for the kids.

It's A WONDERFUL TOY...IT'S IDEAL



Many Little Ones in Our Business

Ninety-five out of every hundred telephone calls are local. Average sale is smaller than the neighborhood drug store or grocery store.

When you think of the Bell System you're likely to think of some big figures. But we're pretty much of a small-town business and our average sale is small.

More than nine out of every ten cities and towns in which we operate have less than fifty thousand population. Ninety-five out of every hundred telephone calls are purely local.

The Bell Telephone Companies own property

locally, pay taxes locally and hire local men and women.

The Bell telephone business is owned by people living in cities, towns and rural areas all over America. It is as much a part of the community as Main Street.

Matter of fact, our average sale is smaller than the neighborhood grocery or drug store. For toll and local calls combined it averages only 7 cents.

BELL TELEPHONE SYSTEM

Local to serve the community. NATIONWIDE to serve the nation.



LETTERS TO THE EDITORS

VAN FLEET SPEAKS OUT

Sirs:

General Van Fleet's article ("The Truth about Korea: Part I," *LIFE*, May 11) breathes the spirit of the American soldier, the American citizen. God bless him for his aggressive and forthright courage to light and carry the torch. Let us forego complacency and restore our traditional will to win.

MAJ. GENERAL E. M. LANDRUM

Santa Clara, Calif.

Sirs:

LIFE's publication of General Van Fleet's superbly truthful articles about the war in Korea is a great public service.

WILLIAM C. BULLITT

Washington, D.C.

Sirs:

I strongly disagree. I get the impression Van Fleet is for all-out war with Red China. . . . If we are Christians, let us act like Christians. If the Pope and Winston Churchill feel it is time to try for peace, let's at least try. . . .

JOHN J. WALKER

New York, N.Y.

● Far from suggesting the U.S. initiate all-out war, Van Fleet believes that by checking Red aggression in Korea once and for all we will really prevent the Chinese from spreading all-out war to the rest of Asia. If the Chinese insist on war, he says, "Korea is for us the right war in the right place at the right time . . . with the right allies."—ED.

Sirs:

. . . Through timid maneuverings the designers of our foreign policy have instilled in the American people a national fear. That is something new to us. We have known national joy, national sorrow, national anger, even national thirst, but never fear. I hope the general keeps talking.

RICHARD H. PIERCE

Nixon, Texas

UNEXCHANGED PRISONERS

Sirs:

Having been in the battle of Osan (July 5, 1950), your photographs of "Some GIs Not on Exchange List" (*LIFE*, May 11) have given me great hope for friends I had never thought to see again. In one picture I saw Lieut. William F. Jester whom I considered my best friend, in another Lieut. Warren Lewis. Neither was on the list released by the Communists. There are others I recognize but am not as positive about.

LIEUT. ALAN B. MACAULAY

Fort Sheridan, Ill.

Sirs:

In the "indoctrination" picture, in the first row, is my son, 2nd Lieut. Arthur H. Books. He was captured July 10, 1950. If you have any information other than what you published, please let me know. . . .

MRS. EVERETT CASKINS

Cincinnati, Ohio

● Though many readers think they recognize relatives or friends in the pictures, *LIFE* has not yet been able to verify the identifications. With the help of the Defense Department and recently exchanged GIs, *LIFE* plans soon to report names and fates of some of the prisoners.—ED.

Address all editorial and advertising correspondence to: *LIFE*, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: *LIFE*, 340 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes *TIME*, *FORTUNE*, *ARCHITECTURAL FORUM* and *HOUSE & HOME*. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Manager, *MARCH OF TIME* Division, A. R. Murphy.

Sirs:

I would like to share my good news. A few days ago I talked with Lieut. Roy Jones, a recently exchanged PW from Korea. He reported that my husband, Lieut. George W. Beale ("The Communist Peace Dove . . . and the Wife of a Prisoner of War," *LIFE*, April 13), was in good shape after working all winter in the prison camp kitchen. Lieutenant Jones said that because of interest aroused by *LIFE*'s story, my husband was the first prisoner about whom he was questioned when he returned. . . .

MRS. GEORGE W. BEALE

Myrtle Beach, S.C.

EXCHANGED PRISONERS

Sirs:

I thought your coverage of Cpl. Donald Legay's homecoming from a Korean prison camp was very good ("Into Eager Arms a Few Come Home," *LIFE*, May 11). But there is one small item I'd like to correct. Corporal Legay did not "hear" he was going to get a new suit from "a Boston newspaper . . . under certain conditions." He requested it himself because he had been told that appearing on the TV program in uniform would have made it too easy to guess his identity. That's the reason we arranged to get it for him. Speaking of Legay's suit, here is a picture of him taken by one of our photographers. I imagine even if you didn't know who it was, you couldn't



LEGAY

mistake the fact that he was a GI in a new civilian suit.

GEORGE AKERSON

Boston Traveler
Boston, Mass.

MEAT HAMBURG, PRIVATE EYE

Sirs:

A special award combining the Pulitzer and Nobel prizes, the Hollywood Oscar and the Congressional Medal of Honor should be given Walt Kelly (Speaking of Pictures, *LIFE*, May 11) for presenting the ludicrousness and triviality of a perverted and sadistic literature that only a generation of moronic vipers could consider worth reading.

CHARLES M. EATMON JR.

Asheville, N.C.

WALL OF JERICHOW

Sirs:

In "Oldest Sculpture Portraits" (*LIFE*, May 11) you said, "They have yet to find any traces of the most famous Jericho wall of all, which tribesmen led by the Biblical hero Joshua destroyed with trumpet blasts and loud shouts around 1,400 B.C."

However, the wall was actually found in archaeological expeditions led by Dr. John Garstang during 1930-36. His report describes the walls giving dimensions even to the foundations. The Bible has yet to be disproved by any archaeological finds.

ARNOLD O. WILLIS

Huntington, W.Va.

● Though Dr. Garstang still believes his well-known diggings uncovered the wall, recent evaluations lead most archaeologists to believe he did not.—ED.

PRESIDENTIAL CADDY

Sirs:

"Caddy to a President" (*LIFE*, May 11) is a new high in *LIFE*'s adulation of The Great Man. May we suffering subscribing Democrats expect a follow-up series on Eisenhower's chauffeur, valet, chef and butler?

WILLIAM PINE

Binghamton, N.Y.

ALABAMA SUBMARINES

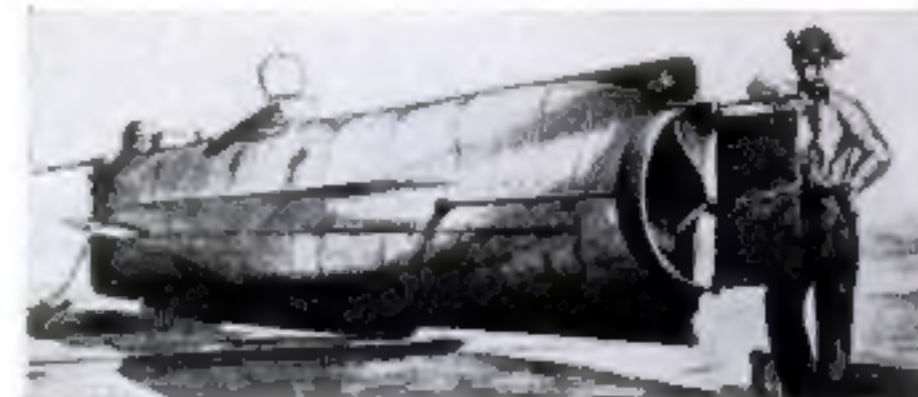
Sirs:

In "A Homemade Sub" (*LIFE*, May 11) you say the two Birmingham dentists have constructed "the only

submarine ever built in Alabama." The *Hunley*, the first submarine used successfully in naval warfare in all the world, was built in Mobile during the fall of 1863. It sank the federal steam sloop *Housatonic* off Charleston harbor, Feb. 17, 1864.

JOHN GLENNON

Alabama State Docks Board
Mobile, Ala.



FIRST SUB TO SINK A SHIP

● The 50-foot *Hunley*, propelled by a nine-man crew turning cranks, had a nasty habit of diving in bottom mud. Having sunk four times with all hands in test runs, she acquired a nickname, the "Peripatetic Coffin," before vindicating her backers by sinking the *Housatonic* with a torpedo lashed to her bow. The action also vindicated her nickname. She sank along with the *Housatonic*.—ED.

LEONARD KIRKES (CONT'D)

Sirs:

Two years ago, in what I feel was a far too open-and-shut manner, *LIFE* reported the trial and conviction of Leonard Kirkes for the eight-year-old murder of Margaret Senteney in Carpinteria, Calif. ("He Took Eight Years But Got His Man," *LIFE*, Jan. 22, 1951).

Having served two and a half years in San Quentin on a five-year-to-life sentence for second-degree murder, Kirkes appealed for a new trial, although he ran the risk of a first-degree verdict. His vigorous defense in his second trial last month reduced the already shaky case to legal ruins. The jury took only 14 minutes to follow the judge's advice to free Kirkes.

FRANK PIERSON

Los Angeles, Calif.

● Circumstantial evidence that convicted Kirkes in the first trial was disproved in the second. In the first trial weight had been given to the suspicious fact that Kirkes had the trunk of his car cleaned and painted shortly after the murder and that marks on the dead girl's body were made by a rubber trunk mat like that used in his car. In the second trial he proved that he had cleaned the trunk to get rid of the smell of two pigs he had carried to a barbecue, that he had given the mat away to a war rubber drive before the murder. Most decisive in the second trial was evidence that the state's star witness, who originally testified she had seen the victim with Kirkes on the murder night, was later judged to have been mentally unbalanced.—ED.

Please send



to _____
name
address
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to *LIFE*, 340 N. Michigan Ave., Chicago 11, Ill.

L-3422

For the first time in any refrigerator!

*Only the
revolutionary
PHILCO
does all this...
and automatically!*

✓ *Controls
humidity
year 'round*

An entirely new system of air conditioning automatically controls moisture to prevent sweating, mold, or drying out of even uncovered foods, regardless of climate or season.

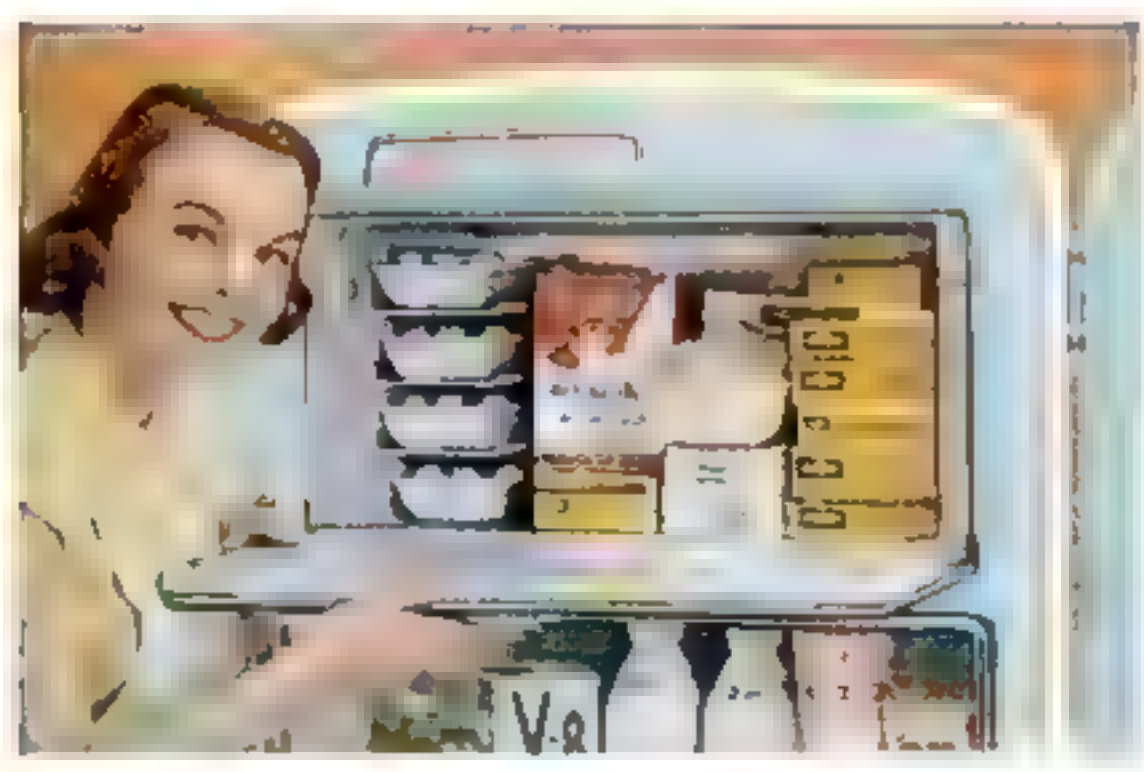
✓ *Achieves
38° to 42°
even cold*

Creates the perfect "True-Zone" food-keeping conditions recommended by food and health authorities. Foods keep longer, tastier, fresher. No controls, no adjustments... it's automatic! And it never needs defrosting.

✓ *Quick-freezes
at 20° below
Zero*



Model 1135, one of 12 new Philco models
from 7 to 17 cu. ft. \$199.95 up



TRUE HOME FREEZER COMPARTMENT

Another Philco engineering triumph! Separate freezer with its own freezing system gives you real commercial-type quick freezing in a refrigerator — 20° below zero. Keeps frozen foods safely up to a year. Even ice cream stays firm indefinitely. Holds 73 lbs. of frozen foods.

PHILCO "AUTOMATIC" *It thinks for itself!*

ONLY PHILCO GIVES YOU...

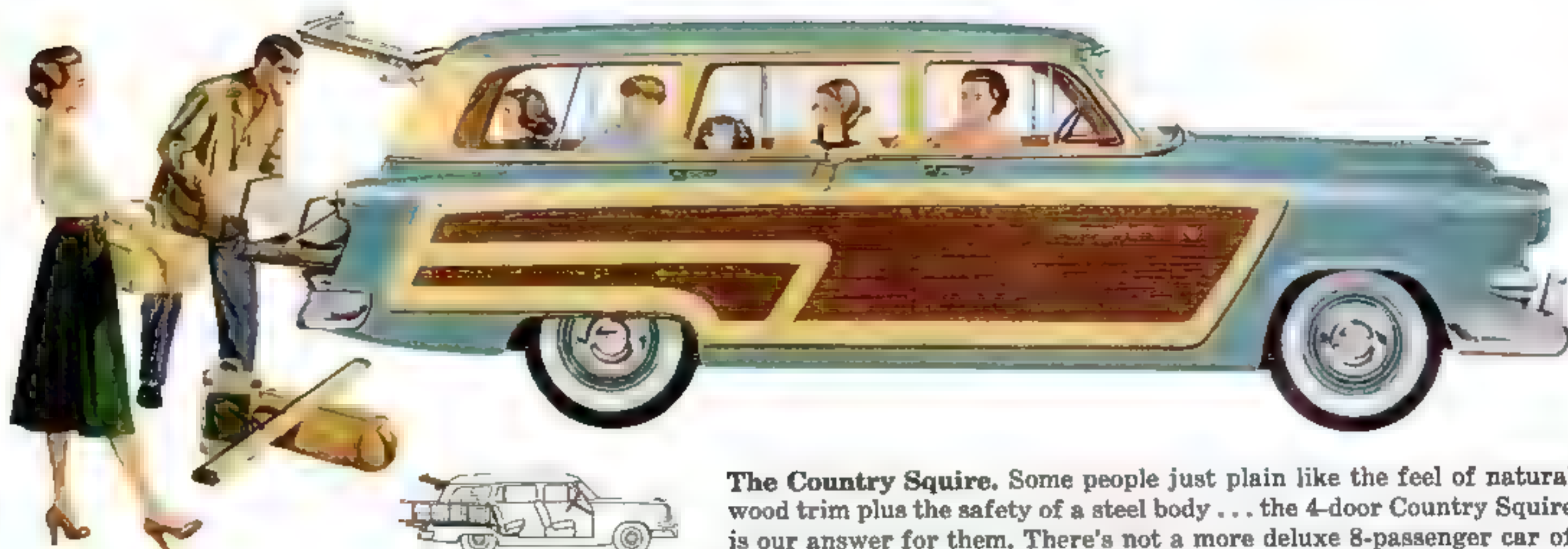
- Award-winning Dairy Bar
- Exclusive Cheese Keeper
- Fully Adjustable Shelves
- Key Largo Color Styling

AUTOMATIC defrosting, of course, but *everything* about this sensational new Philco is automatic! Without manual controls or attention from you, it creates perfect food-keeping conditions *automatically*, adjusts itself to any climate, season or kitchen temperature. Keeps covered or uncovered foods fresher, tastier and longer than ever before. It's the final goal of refrigerator science, establishing under the Philco name a *new standard of perfection* in refrigerator service. See the new Philco Automatic at your dealer's now!

Now... in America's
most advanced
ELECTRIC RANGE
**YOUR CHOICE
OF COLOR!**



It's true! You have your choice of four exciting, decorator colors in the control panel of your 1953 Philco Electric Range... along with these other Philco Exclusives — Broil-under-Glass... built-in Jiffy Griddle... and the Philco Quickset Timer.
Philco Model 839, with two ovens



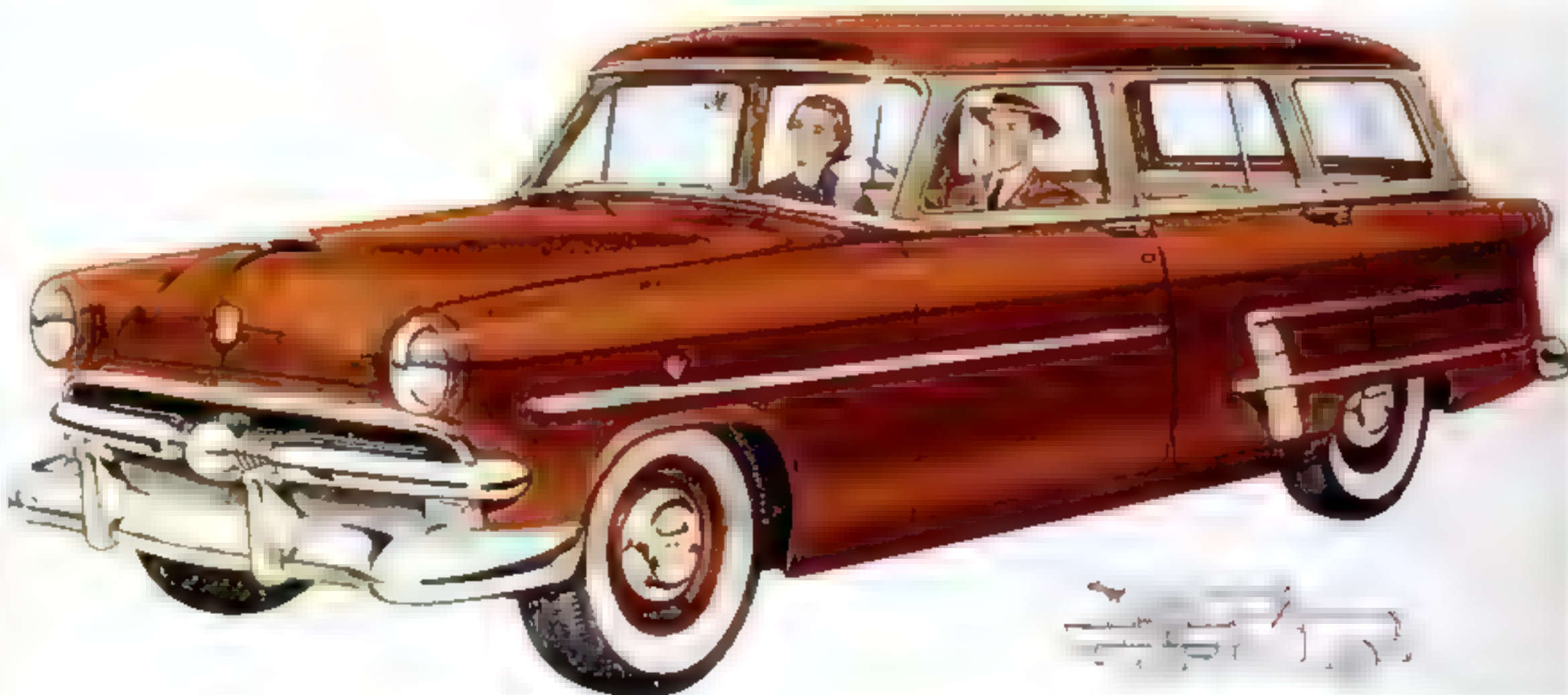
The Country Squire. Some people just plain like the feel of natural wood trim plus the safety of a steel body . . . the 4-door Country Squire is our answer for them. There's not a more deluxe 8-passenger car of this type on the road than the V-8 Country Squire.

What's your taste in Station Wagons?

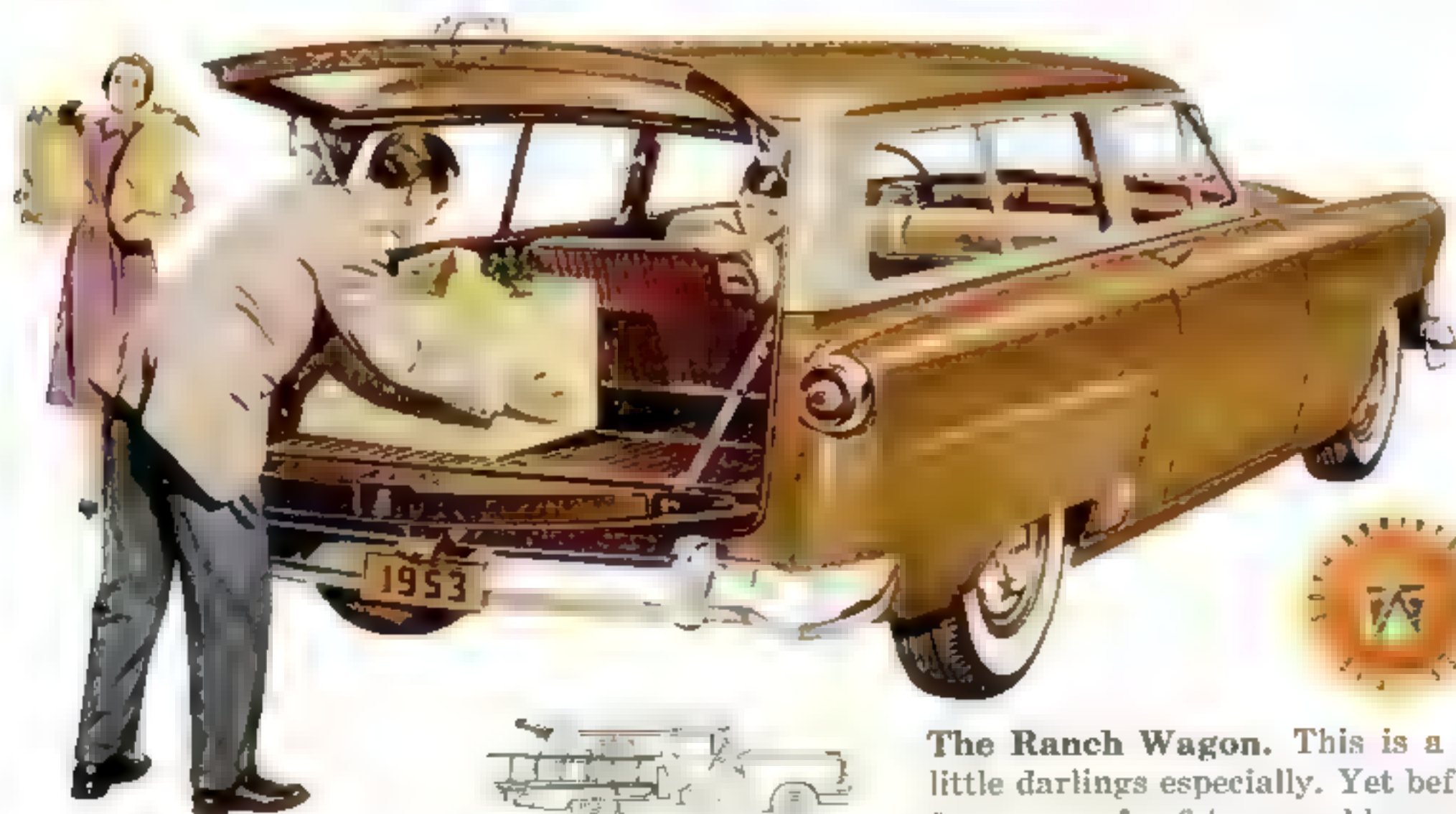
Ford covers the waterfront with not just one station wagon, not just two, but *three* separate and distinct types!

For example some like a 4-door station wagon—some like a 2-door. Ford has *both*. We all know people who want 6-passenger comfort, while others want comfort with room for 8. Ford has that, too. And you get your choice of not one but three “drives” (you ought to try a Ford Station Wagon with Fordomatic—it’s terrific). Plus that wonderful new Ford ride.

Now—no matter which one you pick you get all the quality Ford stands for all the way through . . . and Ford’s famous 41 “Worth More” features which make all Fords worth more not only when you buy *but* when you *sell*!



The Country Sedan. Here’s 1953’s smartest, all-metal, 4-door station wagon. Like the Country Squire, it’s V-8 powered and equally at home in city or country. It, too, converts from an 8-passenger sedan to a carry-all with 8½ feet of level load space.

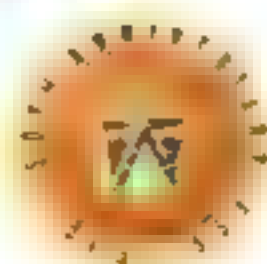


The Ranch Wagon. This is a two-door darling—for families with little darlings especially. Yet before you can say “Junior” it converts from a car for 6 to a workhorse that’s the envy of the neighborhood. Take your choice of V-8 or 6 power.

Remember:

Ford

is America’s largest selling station wagon!



Fifty Years Forward on the American Road

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1953 BY TIME INC.

COVER MOTHERS INCLUDE ANNE LINDBERGH, JINX FALKENBURG, MARGARET SULLAVAN AND MARLENE DIETRICH

THERE ARE ALWAYS MORE GENERATIONS

Since its beginning in 1936, LIFE and LIFE's readers have become pretty involved with the personal lives of many people. And now, inevitably, we're taking a look at their children too. The editors got to feeling pretty old when they realized that little Shirley Temple was old enough to have a baby, and they were almost as pleased as Bing must have been to note that young Gary Crosby had started a singing career.

This week we discover that Actress Margaret Sullivan has initiated her daughter, Brooke Hayward, into an exclusive section of the LIFE club—one composed of parents and children, both of whom have appeared on the cover. Margaret herself was on the Jan. 24, 1944 cover, and other mothers in the club are Anne Lindbergh, Jinx Falkenburg, Dorothy McGuire, Queen Mother Elizabeth and Marlene Dietrich. It seems that children of interesting people tend to be interesting too, as

you will discover in the article on Brooke and other children of stars (pp. 96-101).

There have been other family combinations: General of the Army MacArthur and son Arthur each has been on the cover, as have been Churchill and daughter Sarah. Henry Ford and son Edsel made it together. So did Fred Astaire and son. Two "cover men" have lived to see a grandchild on the cover, Churchill and Eisenhower.

The Windsors of Britain have a record all their own: Queen Mother Elizabeth has appeared on the cover twice, Queen Elizabeth II four times as princess and twice as queen, Princess Margaret Rose once. Queen Elizabeth may do it soon again. LIFE will cover her June 2 coronation, a preview of which you see on pages 13 through 25, and if circumstances and weather cooperate, a plane might get a color picture to New York in time to catch our cover schedule for the following week.

CONTENTS

COVER	ART
MARGARET SULLAVAN'S DAUGHTER, BROOKE (SEE PP. 96-101)	BIG ROW FOR BIG PRIZE 32
THE WEEK'S EVENTS	SPORTS
THE EVE OF A QUEEN'S BIG DAY..... 13	PING-PONG HOLE IN IRON CURTAIN..... 45
"HAS THE SUN STOPPED RISING?" RISING SUN..... 27	THEATER
ASKS CONGRESSMEN..... 28	THE OLD DO-LA-LA IN "CAN CAN"..... 59
BILLION DOLLAR OIL EXPOSITION..... 29	TELEVISION
BOYS ARE TRAPPED ON A FIERY TOWER..... 30	JOSHUA (LOGAN) FIT DE BATTLE OR VIDEO..... 73
LIFE ON THE NEWSFRONTS OF THE WORLD..... 33	FASHION
KANSAS CITY LEARNS A TRAFFIC LESSON..... 51	IMAGES OF FAMOUS STARS..... 96
NEW RULERS IN MIDDLE EAST..... 93	OTHER DEPARTMENTS
EDITORIAL	SPEAKING OF PICTURES: THESE ARE THE LAST FIVE VETERANS OF THE CIVIL WAR..... 2
MR. WILSON AND THE AIR FORCE..... 28	LETTERS TO THE EDITORS..... 8
PHOTOGRAPHIC ESSAY	LIFE'S PARTY: THE DUCHY OF PENNSYLVANIA..... 102
EYE HAS A LITTER OF SPRING PLIPS..... 67	MISCELLANY: WINGS ON A WINDOW..... 108
PHOTOGRAPHED FOR LIFE BY ESTHER BUBLEY	
CLOSE-UP	
AL GRUENTHER, THE THINKING MACHINE WHO BOSSSES NATO, by ROBERT COUGHLAN..... 78	
THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND	IN FOREIGN COUNTRIES AND MUST NOT BE REPRO- DUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—JOHN ENGSTEAD	23—K.P.A., LARRY BURROWS—KEMBLEY PICTURE SERV.	46—JUGO FOTO
1, 3—JOHN DOMINIS, EARL JOHNSON	24, 25—DRAWING BY A. LEYDENFROST	51—JOE WELLINGTON FOR KANSAS CITY STAR—A. Y. OWEN
4—ROBERT W. KELLEY—JOHN DOMINIS	27—HANK WALKER	52, 54—A. Y. OWEN
5—ALLAN GRANT	28—A. Y. OWEN	59, 60, 62—MILL STUDIO
6—FROM "THE SUBMARINE IN WAR AND PEACE" BY SIMON	30—J. E. STARK	71, 74, 77—ZIMM ARTHUR
LAKE—BOSTON HERALD-TRAVELER	33—FROM FRANK TITREUR	79—LEONARD MCCORMIE
11—PAUL CORDON, WALTER SANDERS FROM B.S. MNA	34—TALE JOEL HNT	88—SECOND FROM LT. U.P. W.W. AGAP
LEEN FROM PIX. © ARNOLD NEWMAN	36—A.P.	95, 97—A.P.
13—K.P.A.	38—LY K.P.A.—LONDON DAILY EXPRESS BY F.L. KENETT	99—DM TBI KESSEL
14—FA-RCKILD AERIAL SURVEYS FROM AERO FILMS, LTD.	40—CONTEST MUSEUM OF MODERN ART, F.L. KENETT—	93—MAX G. SCHELER FROM MAGNUM—MYRTLE WINTER
—INT	F.L. KENETT: CONTEST MUSEUM OF MODERN ART.	95—MAX G. SCHELER FROM MAGNUM, MYRTLE WINTER
15—P.C.F. KEYES	F.L. KENETT	MAX G. SCHELER FROM MAGNUM—MYRTLE WINTER
16, 17, 18—LARRY BURROWS	42—CARL MYDANS	96 THROUGH 101—JOHN ENGSTEAD
19—W.F.K., A.C.K. WARE—A.C.K. WARE, K.P.A.	45—JUGO FOTO INC. GEN. S. NAI	102 THROUGH 105—HOWARD SOCHUREK
20, 21—CARL MYDANS		108—H. J. ABRAHAMSON FROM K.P.A.
22—LARRY BURROWS		

ABBREVIATIONS: ©, COPYRIGHT GEN. CENTER, EXC., EXCEPT, LT., LEFT, RT., RIGHT, A.P., ASSOCIATED PRESS, B.S., BLACK STAR, INT., INTERNATIONAL, K.P.A., KEYSTONE PRESS AGENCY, U.P., UNITED PRESS, W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



shake it on
every
morning
then...



every step
of the day

QUINSANA FIGHTS ATHLETES FOOT INFECTION

Not a part-time, night-time remedy!

• QUINSANA's full-time action fights athletes foot all day long. Gives fast relief. 9 out of 10 users report amazing results.

• 91 per cent of foot specialists interviewed used QUINSANA on their patients. Easy to use and no nasty medicinal odor.

• So... at the first symptoms of athletes foot... burning, itching feet, cracks and peeling between the toes... get QUINSANA quick! Shake it on your feet. To help keep your feet cool and comfortable, shake it in your shoes.

Soothes,
cools
tired
feet!





WHAT BRINGS SUCH JOY TO A HOUSEWIFE'S HEART AS SPARKLING-CLEAN CURTAINS? LEVER BROTHERS GUARANTEES YOU THIS PLEASURE IF YOU WASH YOUR CURTAINS WITH RINSO.

How to launder Curtains

by Eleanor B. Cook, former Associate Editor of McCall's

IT'S EASY TO HAVE CRISP, WHITE CURTAINS IF YOU WASH THEM WITH RINSO. HERE'S HOW.

I've found that my pride and pleasure in having crisp, white curtains is doubled when I launder them myself. And it's a cinch to do. On this page, you'll find every step fully explained for easy and expert care of curtains. No suggestion, however, is more important than "use plenty of Rinso suds."

Here's why Rinso means so much to your curtains. First, you probably have white cotton curtains in at least one of your rooms. And you want them *dazzling white*, not almost white. You'll find that the **SOLUUM** in Rinso makes your cotton curtains actually look whiter—even

while still soaking wet from the washer—than they did the day you bought them.

What's more, you can safely wash almost any fabric in Rinso—not only your cottons, as you'd expect, but wool, nylon, rayon, orlon and linen. Even your baby's diapers are safe in Rinso. And, as every alert housewife has discovered, the mild, gentle soap in Rinso is kind to your hands.

Finally—and you know best how important this is—you usually pay about 20% less for Rinso than for detergents. Let's face it, Rinso with **SOLUUM** is a buy!



WASH curtains in plenty of rich Rinso suds and moderately hot water (120°F). Three minutes in the washer is all you need for cotton, acetate, nylon or orlon curtains. Wash Fiberglas by hand. If you bleach, follow curtain manufacturer's instructions!



STARCH cotton curtains which don't have a permanent, stiff finish. They'll look perkier and stay clean longer if you do. Use starch in medium solution. Acetate, nylon, orlon and Fiberglas curtains do not require starching.



IRON at the temperature required by the fabric. Do ruffles *first* and then the body. And remember to rotate curtains from window to window so that no one pair hangs too long in the sun. Too much sun rots curtains.



SAVE 20%—You usually pay about 20% less for Rinso than for detergents. And every package of Rinso is guaranteed to do a better job on your wash! Lever Brothers Company, 390 Park Avenue, New York 22, N.Y.



PRIVATE PRECORONATION PARADE IS STAGED BY YOUNGSTERS OF CORONATION ROAD, WEST HAM, LONDON, BEARING BANNERS TO DECORATE THEIR STREET

THE EVE OF A QUEEN'S BIG DAY

All of England waited eager and ready to crown a queen on June 2. After seven months of work and some \$6 million spent, the eve of Elizabeth's coronation had arrived.

In villages maypoles waited for dancing children and coronation oxen awaited the roasting pit. In the suburbs excited youngsters helped deck the streets (*above*). In London, gay with bunting and flowers, Lord Nelson's 190-foot monument had had a bath. Plaster statues of the queen's beasts—mythical lords of "upper and nether regions" which include a griffin, a unicorn and a yale (a monster with two-way horns)—stood six feet tall on guard outside Westminster Abbey. Stands, windows, rooftops, sidewalks and 15,000 policemen were ready to handle a million spectators, some of

whom had paid up to \$200 for seats along the parade route. Lampposts had been greased to discourage climbing by the agile, but 60 ambulances, 60 surgeons and 1,600 nursing sisters were ready to aid the weary and indisposed.

Famous jewelers had refitted the two crowns, St. Edward's (5 pounds) and the Crown of State (2½ pounds), so that their weight might sit comfortably on the young queen's head. She would have to wear the second through a two-hour procession in the great and golden but jouncy state coach which the royal family calls "Old Rattlebones" (*pp. 20, 21*).

Other coronations have gone awry. A bloody skirmish between Normans and Saxons marred William the Conqueror's in 1066. Elizabeth I complained the anointing oil was "greasy and

smells ill" in 1559. George IV had used force to bar his estranged Queen Caroline from his crowning in 1821. A "remarkably maladroit" Archbishop of Canterbury mismanaged Victoria's in 1838. To make sure nothing went amiss this time, the Earl Marshal of England had timed and calculated everything to the last minute, guardsman and bit of ermine. What the planning had produced and the ceremony would bring is shown on the following 12 color and black and white pages which will serve as a helpful guide for those who hear the coronation on the radio or read about it in the newspapers. Now all was in readiness for Elizabeth to be crowned, anointed and "lifted up" to her throne, bound to the people of England by the sapphire and ruby "wedding ring of state."



PROCESSION ROUTE, marked by arrows on aerial photograph, will take the queen $1\frac{1}{2}$ miles shortly before 11 a.m. from Buckingham to Abbey and $5\frac{1}{4}$

miles back again at 2:50 p.m. after the crowning. This area will be closed off by police beginning at 6 a.m. until two-mile, 12,000-man parade ends at 4:30 p.m.



LEAVING REHEARSAL, where she watched stand-in but did not participate, queen walks from Abbey with Norfolk, England's premier duke and Earl Marshal.

THE ROYAL LINE FROM ELIZABETH BACK TO KING ALFRED THE GREAT

This genealogical chart shows the descent of Queen Elizabeth II through 37 generations. The sovereigns of England are numbered from one to 55. The direct male line of Elizabeth's Saxon ancestor, Alfred the Great, ruled (initial letters in red) down to 1066 with a 26-year interruption by the Danish line of Canute (purple initials). In 1066 William the Conqueror established the Norman line (blue), which was united to Alfred's by the marriage of his younger son, Henry I, to Matilda. From the marriage of Henry's daughter Matilda to Geoffrey of Anjou stems the Anjou or Plantagenet line (green), from which branched out the warring houses of Lancaster (red) and York (blue). The Tudors (green) ruled for over a century, in spite of an abortive effort to put Lady Jane Grey (purple) on the throne in 1553. After Elizabeth I died, the throne went to the great-great-grandson of Henry VII, James VI of Scotland, first of the House of Stuart (red). When the Stuart line ran out with the childless Queen Anne, the crown went to her second cousin, George I of the House of Hanover (blue) which became after Victoria's death the House of Saxe-Coburg and Gotha (green). In 1917 the Germanic-sounding name was changed to Windsor, which by the queen's "will and pleasure" will be borne by the children of Elizabeth. Purple initials at bottom of chart trace descent of Prince Philip, show he was distantly related to the queen he married.

Above chart at right are the Royal Arms. Design on shield held by the lion and unicorn has changed with the waxing and waning of England's territorial claims. The two lions or (i.e., yellow) of William I became three when his great grandson Henry II married the heiress of Aquitaine; three lions or have since represented England in heraldry. Edward III added the fleur-de-lis of France when he claimed to be king of that country. Richard II added a gold cross associated with his distant predecessor, Edward the Confessor. Henry IV dropped the cross, and his arms, with a minor change in 1413, remained the arms of England until the death of Elizabeth, except for the five years from 1553 during which "Bloody Mary" added the arms of her husband, Philip II of Spain. James I added the lion rampant *gules* (red) of Scotland and the silver-stringed golden harp of Ireland. During the reign of William and Mary the gold lion of William's ancestral House of Nassau was added. In 1707 Anne rearranged the elements of the old Stuart arms. In 1714, with George I, the arms of Hanover were put in the lower righthand quarter. In 1801 the fleur-de-lis was at last dropped with the claim to the throne of France and Hanover's arms put in the middle of the shield. Under Victoria the royal arms took their present shape: two quarters for the lions of England, one for the lion of Scotland, one for the harp of Ireland.

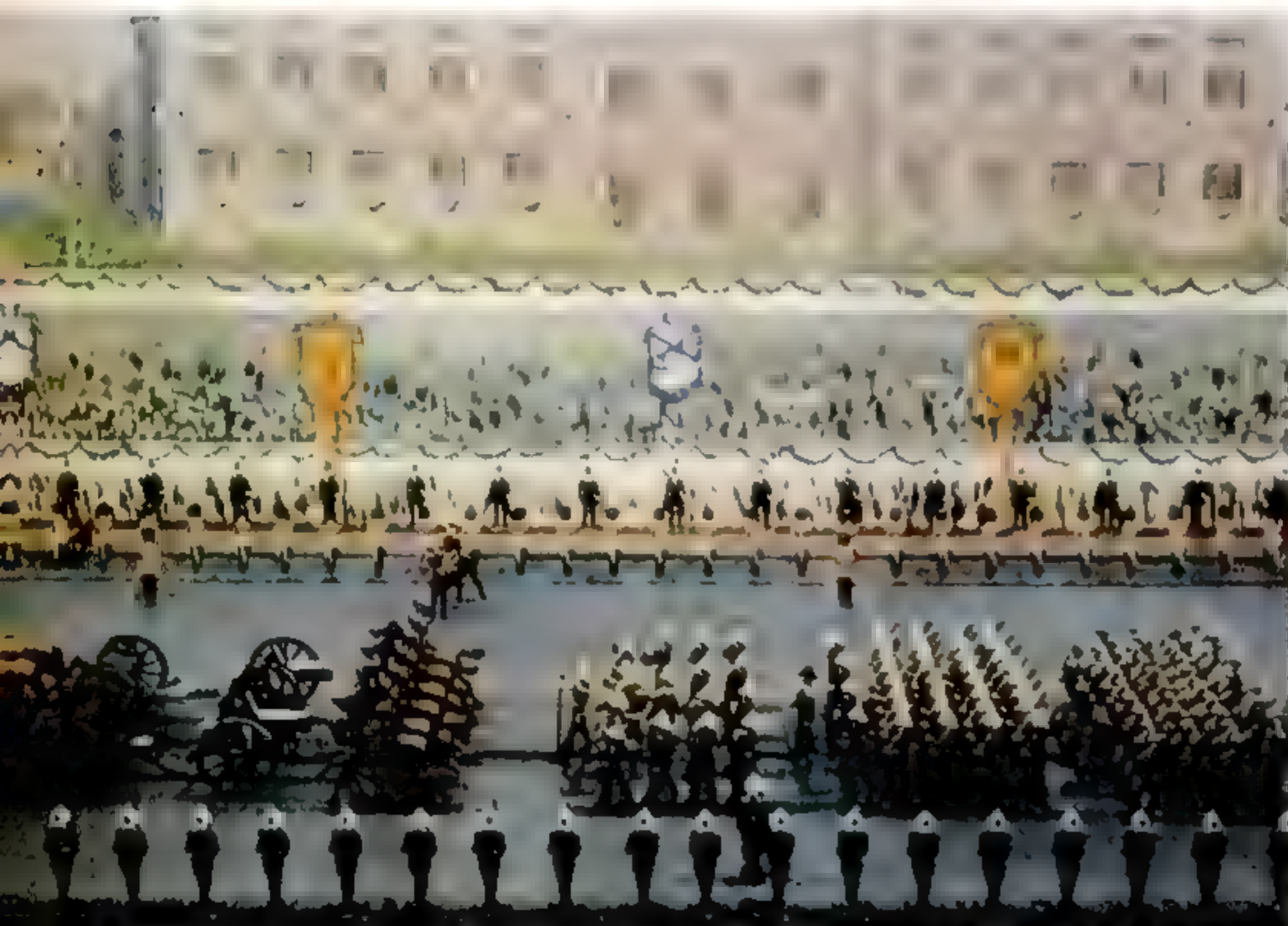


MASSED PIPERS of the Irish and Scottish regiments march in view (from right) behind the Scots

Guards drummers, green-jacketed riflemen, glider pilots, paratroopers, groups from Army service corps.



QUEEN'S GUARDSMEN, four ranks each of the Scots, Greenhorns, and Grenadier regiments, march



HORSE ARTILLERY hauls off guns (at left) as the Royal Marines band marches past at the center.

Red-coated Guardsmen stand guard on far side of procession with police holding back crowds behind them.



ROYAL HORSE GUARDS (called "the Blues") and the Household Cavalry ride into full view from right.

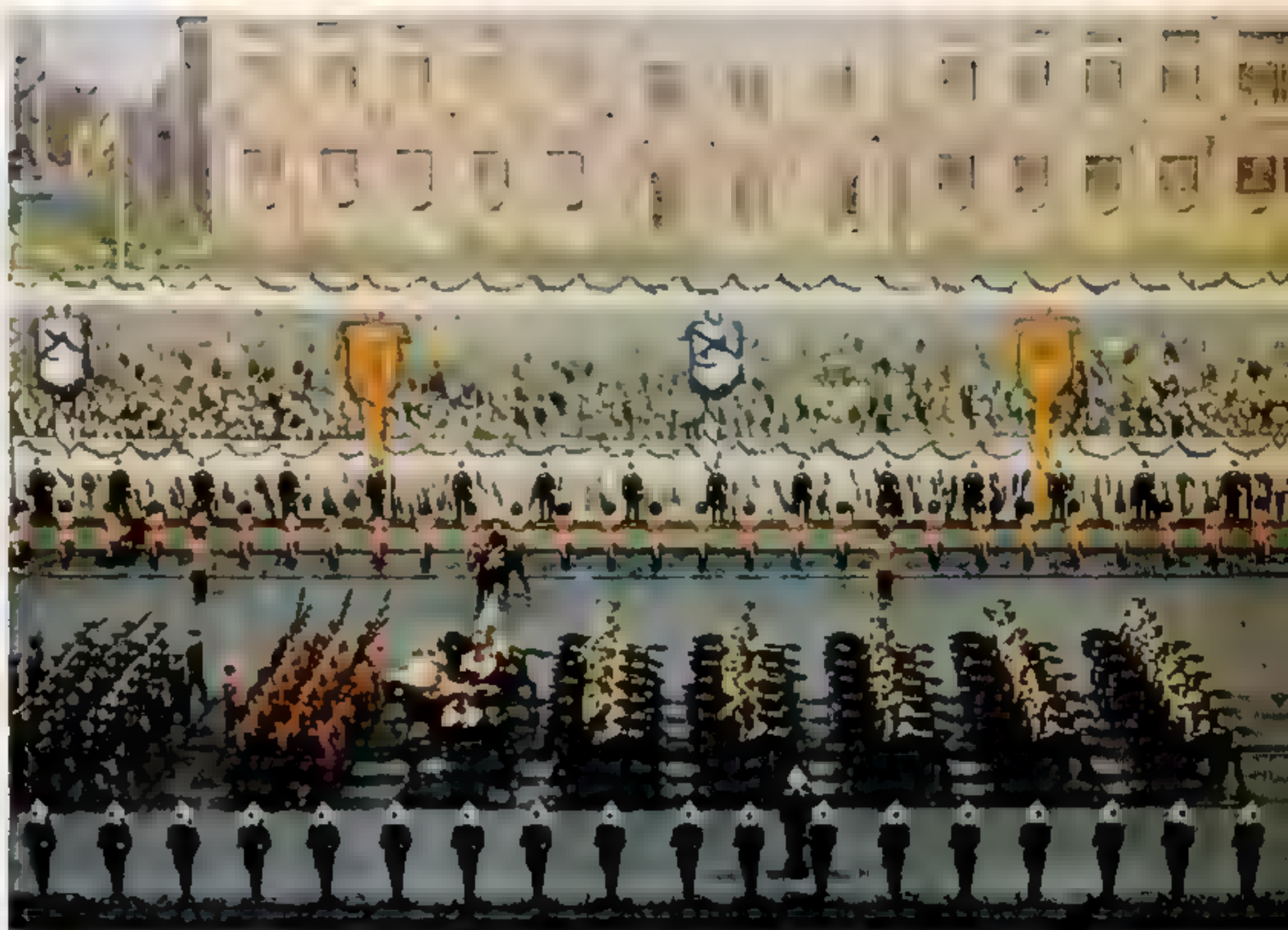
LEAD SOLDIERS ACT OUT

Across these pages, just about boot-heel high to a dismounted Horse Guard, marches a tiny but reasonable facsimile of the coronation procession. The martial scenes are sections of a model, made up of 1,000 separate figures, each 2 1/2 inches

tall at 10 or 3 1/2 on horseback, cast by a famous British maker of lead soldiers. They are so accurately hand-painted that some even wear newly designed uniforms which will be issued to real troops only at coronation time. The idea of a



away followed by senior army corps representatives, then the Royal Scots Greys band coming from right.

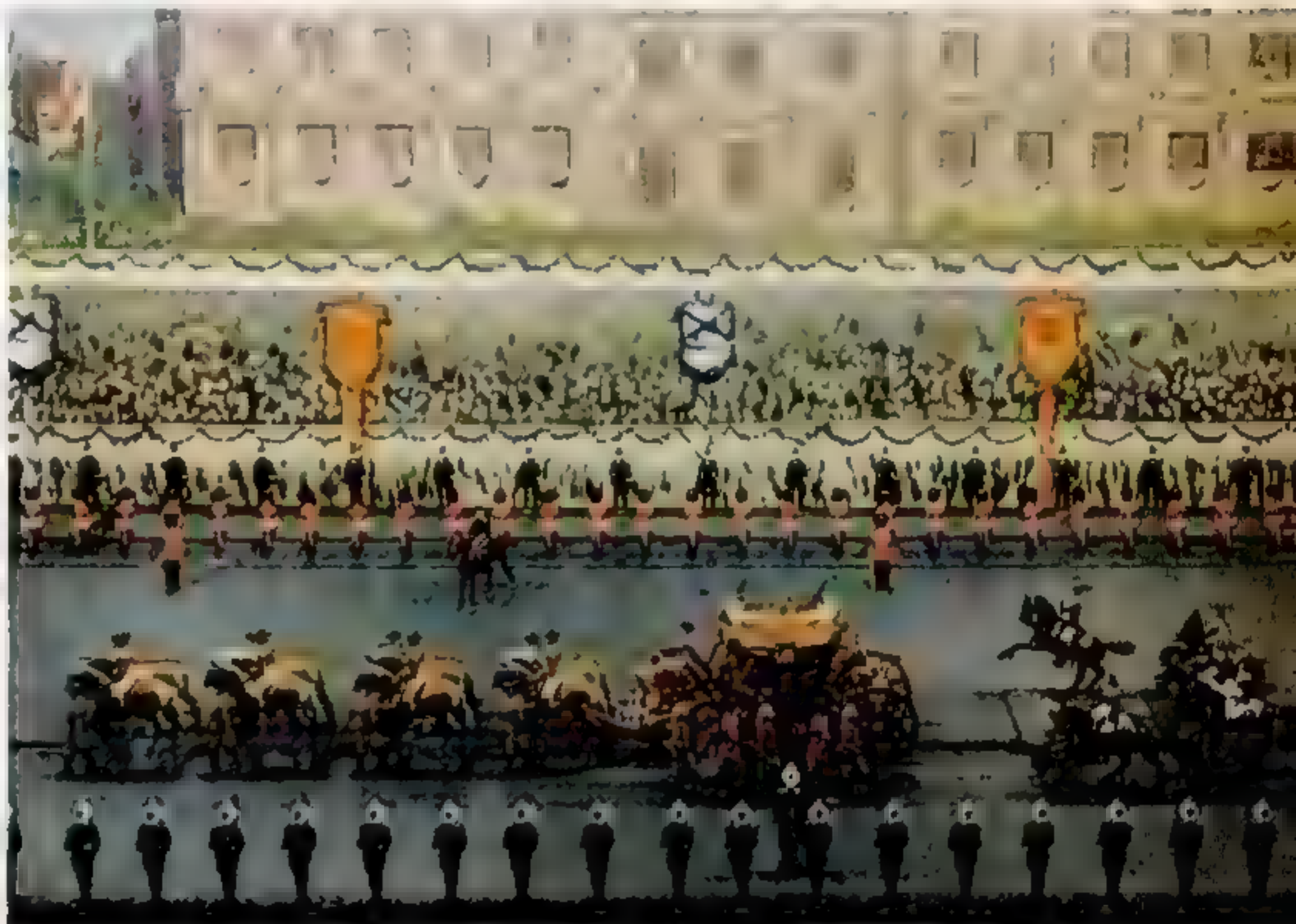


ROYAL NAVY delegation is passing out of view at left. Next come Yeomen of Guard (the Beefeaters),

then a mounted band of Household Cavalry. On stationary guard in the foreground are Royal Marines



Parade is passing Carlton House Terrace on Mall, heading toward Buckingham Palace after ceremony.



ROYAL STATE COACH, drawn by eight "Windsor greys," brings parade to climax in passage of new-

crowned queen. At rear are captains of Life Guards and the Royal Horse Guards with royal standard.

PREVIEW OF CORONATION

British publicity man, J. C. Oldfield, who spent a year and \$4,200 assembling it, the model is pulled by an endless 42-foot chain before a backdrop copied after the actual parade route. The real parade will differ somewhat in make-up and

detail, as well as greatly in size. But thousands of Britons, who have seen the tiny figures march while a recorder played appropriate band, drum corps and pipers' music, consider their 7¢ admission a satisfactory investment in illusion.

Coronation CONTINUED



ARCHBISHOP of Canterbury appears in the cope and mitre presented in 1948 by Episcopal bishops of Japan. He will wear these robes for coronation in which, as Primate of all England, he will crown and anoint the Queen



KNIGHT OF THE GARTER, Viscount Portal, wears robes of his order, in which he will precede queen to Westminster Abbey after carrying scepter with cross to symbolize royal power and justice.

PEERESS'S ROBE (l/f), displayed by model, is of navy-trimmed velvet. Rank of Viscountess is shown by length of train (11 yards) and coronet design. Peeress will don coronet as queen is crowned.

QUEEN'S CHAMPION (below) is commander Captain John Dymoke, whose family has held office since 1377. Champion, in 15th-century Regiment of Arm, will carry sword in his left parade.



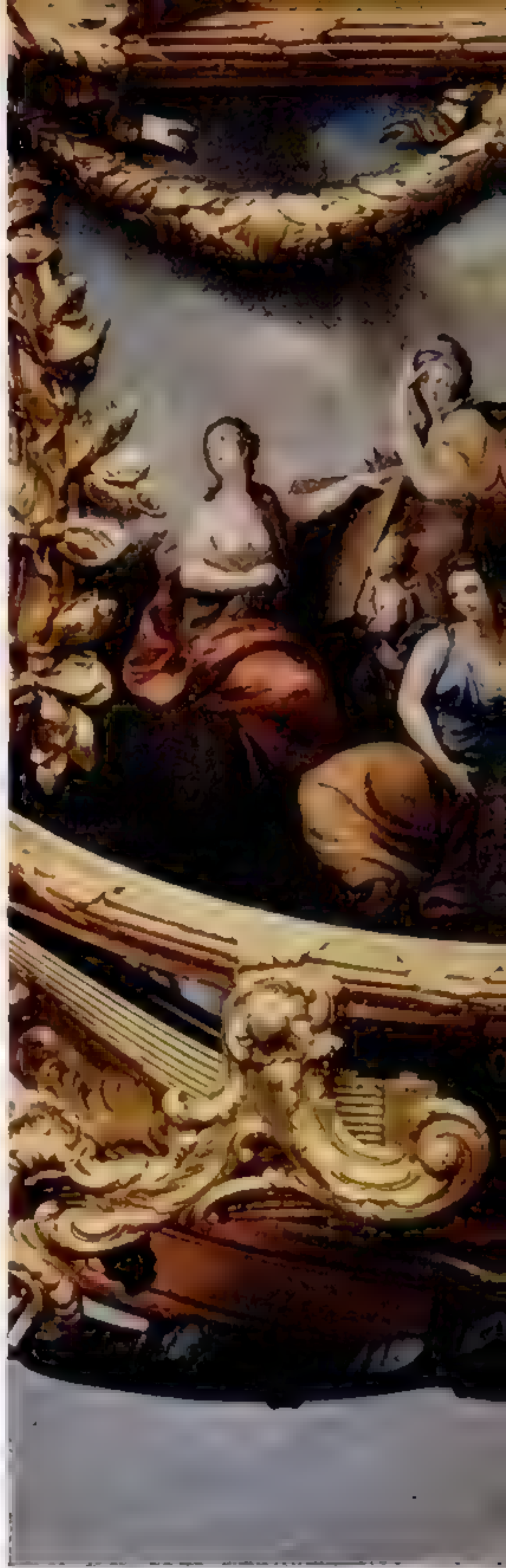
OFFICERS OF ARMS, in ceremonial tabards, will march in procession and execute orders of Earl Marshal of England in organizing it. These officers of 15-member College of Heralds, incorporated since

1555, are (from left) Bluemantle Pursuivant, James Arnold Frere; Clarenceux King of Arms, Sir Arthur Cochrane; Rouge Dragon Pursuivant, Robin Mirrlees; and Portcullis Pursuivant, Master of Simular.



COACH BODY, held by Tritons, bearing Monarch of Sea, has roof ornaments signifying

Seven Years' War trophies. Frederick Burgess, 62, royal coachman 35 years, stands at door.



DOOR PANEL (above), work of Giovanni Uppan, Florentine artist, depicts Mars, Minerva, Mercury supporting Great Britain's imperial crown. Allegorical paintings are newly restored.

REAR VIEW shows two more Tritons with fasces, royal arms on upper panel and centered on roof; imperial crown supported by boys signifying genius of England, Scotland, Ireland.



HISTORY RIDES ON THE ROYAL COACH

Her Majesty's coach carries a crust of history as thick as the gilt on its four-ton frame. George III ordered it from his art teacher William Chambers and first displayed it to admiring throngs in 1762. In 1795 another throng, in a different temper, smashed the windows with George inside. George IV was the first to ride to coronation in it, as has every sovereign since. In Victoria's time it was laid up after Albert died and in Edward VIII's brief reign it was put aside for an auto to open Parliament in 1937. George VI used it until 1949 but then, complaining of its discomfort, ordered it rebuilt. Trying it out recently, after a \$28,000 renovation, Elizabeth expressed pleasure at its appearance— and its new rubber tires.

ORNATE WHEELS ARE COPIED FROM ANCIENT ROMAN CHARIOT →





AUTHORIZED SOUVENIRS, selected from more than 2,500 objects and granted queen's approval by a special committee, include those shown here, with British retail prices: top shelf, Wedgwood teapot, \$9; second shelf (from left), bust of Elizabeth, 84¢, stem glass, \$12.60, small tumbler, 25¢, Wedgwood creamer, \$4.34, brass thermometer, \$1.05, stem glass, \$8.05, Duke of Edinburgh bust, 81¢, third shelf, "Great Britain Mug," \$7.70, Wedgwood box, \$3.78, spherical sugar box, \$41.16, powder compact, \$4.34, morocco shoe horn,

63¢, pewter tankard, \$5.60; fourth shelf, loving mug, \$10.50, "The Queen's Goblet," \$8.82, lion and unicorn mug, \$3.20 and (above mug) metal brooches, from 98¢ to \$2.24, rum glass, \$4.20 and Wedgwood mug, \$2.33; fifth row (from left), bonbon dish, \$5.88, belt with brasses, \$2.10, pigskin pocket set, \$1.05, address book, \$2.94, stud box, 77¢, china beaker, \$14.70; bottom shelf, money box, \$1.05, pocket clothesbrushes, 98¢ each, urn, about \$15, cameos, about 30¢, cuff links (beneath brooches), 71¢, pencil, 47¢, notebook, \$1.16.



NEW PASTURE for Mounted Police horses is a meadow beside Royal Albert Docks. Just landed from ship in background, two horses are grazed by Mountie.

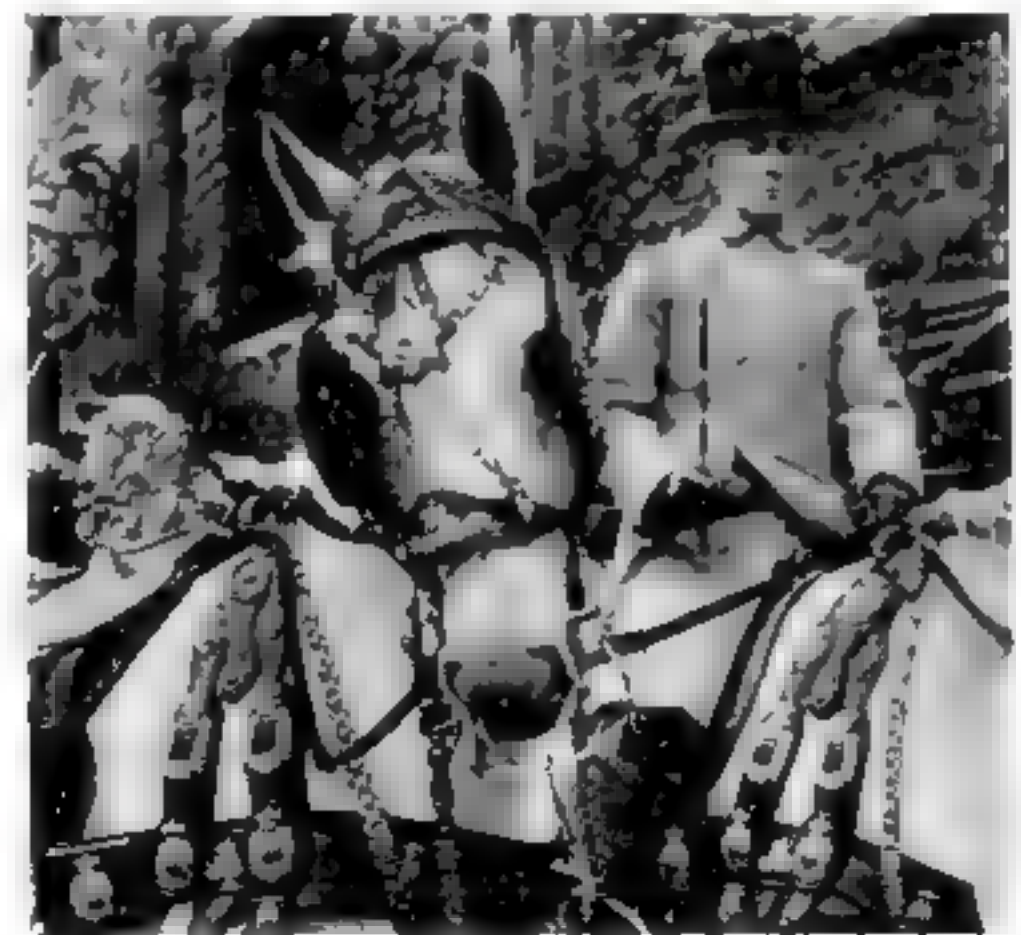
ALL THE QUEEN'S HORSES—PLUS

The coronation will require the services of some 500 horses, including one named Eisenhower. Because this is more than all the queen's horses, extras have been brought from abroad by the Royal Canadian Mounted Police. Still others have been borrowed from breweries and will draw processional coaches which were also borrowed—from a movie studio. All the horses have been taught not to shy from noisy crowds. Others, meanwhile, have served as teachers for seagoing admirals who took riding lessons so as to show a competent horseman's seat on parade.

One horse, a monstrous beast appearing in a 14-foot equestrian statue of the queen before the facade of a department store, is probably the biggest souvenir inspired by the coronation. There are millions of other souvenirs for, of all the industries confidently expecting to profit by the coronation, none has been more happily active than the souvenir makers. Less happily, they became the storm center of an uproar in Scotland where, because Elizabeth I had never been queen of the Scots, ardent nationalists objected to calling the new queen Elizabeth II. To point up their disapproval they boycotted souvenirs so marked and smashed the windows of dealers who displayed them. Even the government itself will go into the souvenir business, helping to defray its costs by selling, from the Abbey, the chairs and stools used by the guests and two specially loomed rugs, one 70 by 90 feet and the other 17 by 190.



QUEEN'S STATUE, four tons of it, stands outside Selfridge's Oxford Street store. She wears the uniform of a Colonel in Chief of the Brigade of Guards.



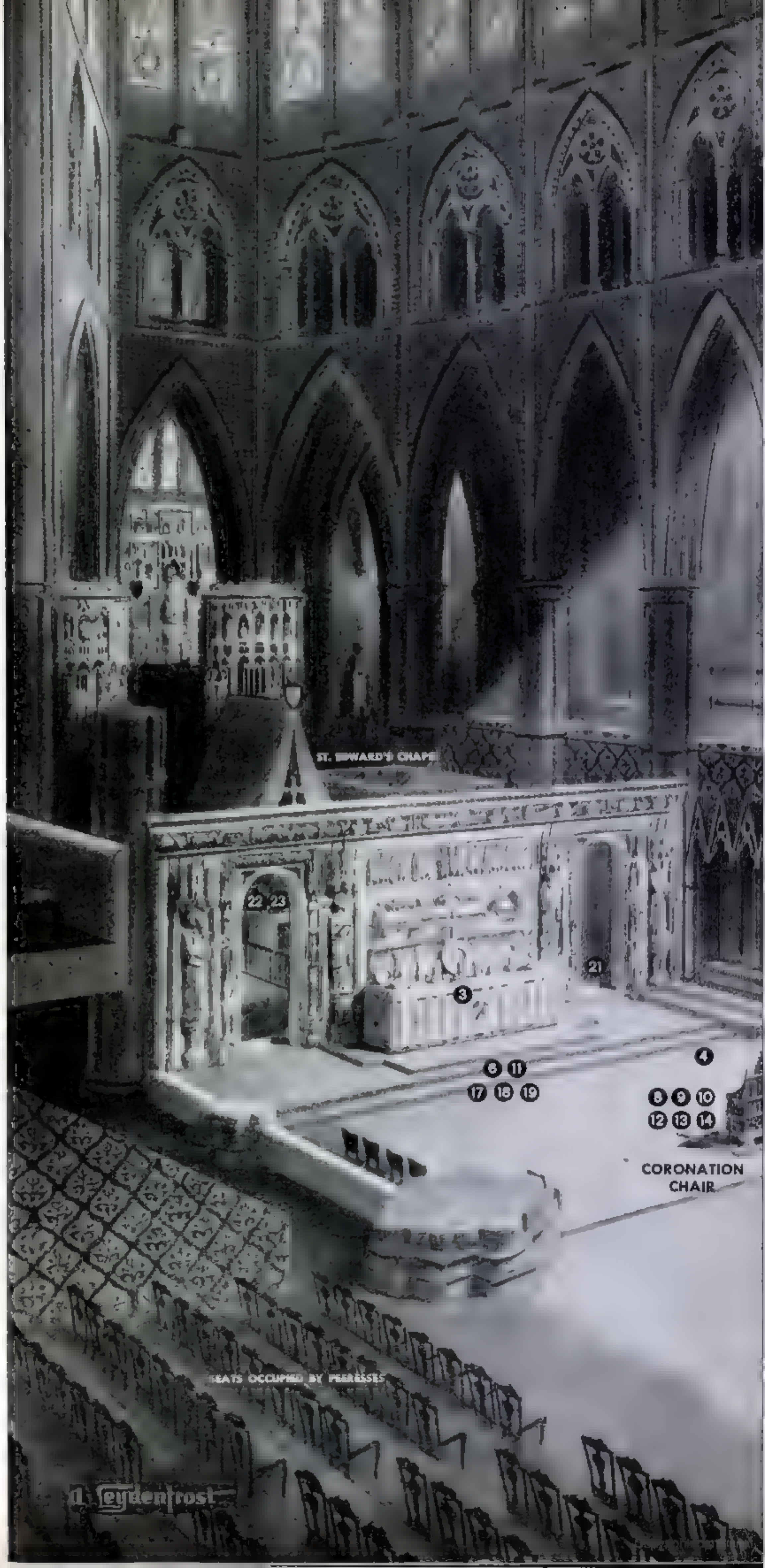
EISENHOWER, a wheel horse among eight Windsor grays pulling queen's coach, stands in harness for rehearsal. He is one of six horses given queen by Dutch and named by queen's equerry after prominent figures.

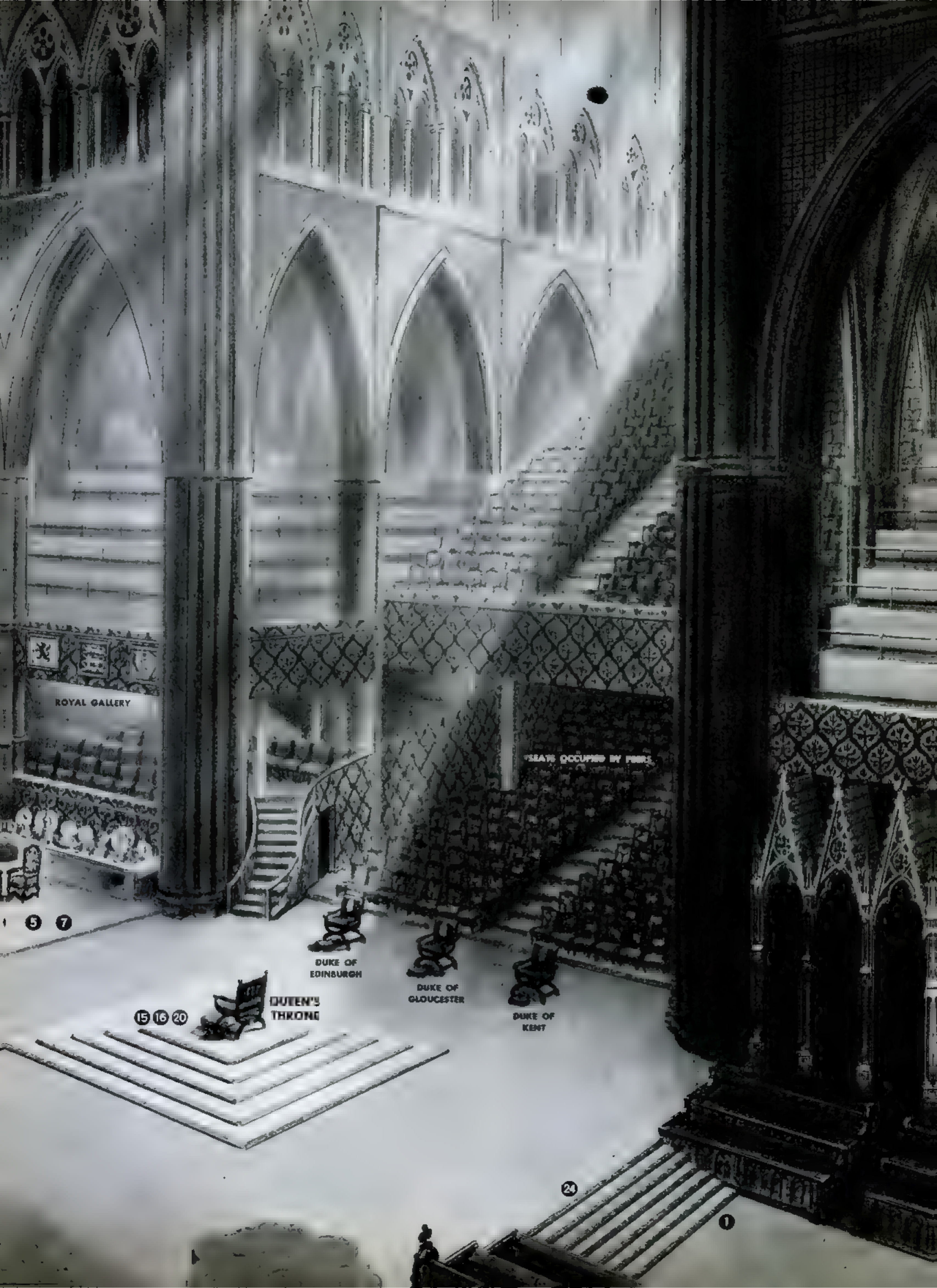
← **INDOCTRINATION DRIVE** takes an excited team past a blaring brass band to accustom them to noise.

CLIMAX OF CEREMONY, SHOWN STEP BY STEP, TAKES PLACE IN ABBEY

Of the millions in London for the great occasion, only 7,500 will see the climax of the ceremonies, the actual crowning of Elizabeth. The coronation, essentially a religious act whose complex symbolism stems from pagan and Hebraic as well as Christian sources, takes place in Westminster Abbey and lasts for two and a half hours. The progressive rites of the ceremony, the spots at which they occur as the queen walks back and forth across the ancient stone floor, are shown by numbers on this drawing.

1—Elizabeth enters at 11:15 a.m. while choir sings anthem. 2—She kneels at fabliauol (prayer stool) before Chair of Estate for private prayer, then is seated. 3—Bishops and lords bring in Bible, paten and chalice (holy salver and vessel) and regalia and place them on altar. 4—Archbishop recognizes Elizabeth, "your undoubted queen," and proclaims a solemn fast. 5—Archbishop asks queen to take oath to serve law, uphold faith. 6—Queen approaches altar and swears her oath. 7—As she sits again in Chair of Estate, the Bible is presented to her. 8—She moves to Coronation Chair where, as she sits under gold and silken pall held by Garter Knights, archbishop anoints her with holy oil. 9—She is arrayed in vestments reserved for Lord's anointed. 10—Golden Spurs of St. George and sword are presented. 11—Queen offers sword at altar, peer redeems it for 100 shillings and thereafter carries it unsheathed before queen. 12—Seated, peer receives armlets (bracelets), stands to don Robe Royal, sits down to receive orb symbolizing sovereignty under Christ. 13—Sapphire and ruby "wedding ring" is placed on fourth finger of her right hand. She is given scepter with cross, rod with dove, and glove. 14—As people rise, archbishop crowns her with St. Edward's Crown. 15—Moving to throne, she receives homage of princes and peers, including husband who swears himself her "liege man." 16—To trumpets and drums people cry: "God save Queen Elizabeth! Long live Queen Elizabeth! May the queen live forever!" 17—At altar the queen removes crown, kneels, offers communion bread and wine and makes her oblation. 18—She kneels before the altar as archbishop prays. 19—With husband she kneels as bread and cup are administered to them. She resumes crown. 20—She takes scepter and returns to throne. 21—Carrying scepter and rod she enters St. Edward's Chapel. 22—She leaves the scepter and rod to the chapel altar. 23—She is divested of Robe Royal and arrayed in robe of purple velvet. She exchanges St. Edward's Crown for Imperial Crown of State. 24—As the assemblage sings the national anthem the queen leaves by the west door and makes her triumphal return to Buckingham Palace.





ROYAL GALLERY

SEATS OCCUPIED BY PEERS

5 7

DUKE OF
EDINBURGH

DUKE OF
GLOUCESTER

DUKE OF
KENT

15 16 20

QUEEN'S
THRONE

24

1

MR. WILSON AND THE AIR FORCE

THE WELL MAN OF EUROPE

Exactly half a millennium ago this Friday the Ottoman Turks captured Constantinople, bulwark of Eastern Christendom and capital of the Byzantine Empire. In celebration the citizenry of Istanbul (Constantinople's modern moniker) will start a two-week-long fiesta.

They have a lot more to celebrate than a 500-year-old battle. Turkish progress within the last 30 years has caused admiration throughout the civilized world and exploded the old Kipling adage that "East is East, and West is West, and never the twain shall meet." In the 19th Century, Turkey used to be known as the Sick Man of Europe; the Well Man of NATO would be an appropriate epithet these days.

At a frontier station in the Caucasian foothills on the 367-mile-long Soviet-Turkish border is a sign which reads, "We Turks are proud of our freedom and we are ready to die for our freedom." The U.S. can be proud of the help it has given the Turks in attaining that freedom. Since Marshall aid began in 1947, we have invested more than \$1 billion in Turkey. We can be even prouder of the wonderful use the Turks have made of this help. By expanding their productive capacity they have tripled their gross national production. The Turkish army has been modernized into one of the best, man for man, in Europe and in Korea. In 1950 there were free elections; the opposition beat the party that had been in office for 27 straight years.

They catch on fast in that country. When Kemal Ataturk, the founder of modern Turkey, decided that it would be a good thing if the Latin alphabet were adopted, he called in all the nation's foremost linguists and grammarians and asked them how long it would take the population to switch over from the Arabic alphabet. After a prolonged huddle the scholars estimated that it would take six years. "Okay," said Kemal, in effect, "just assume that five years and six months have elapsed."

"I assure you," said President Eisenhower, "what has been done . . . is best for our nation's permanent security." One reason Americans elected Eisenhower was to be given just such assurance on just this subject. His administration has made one of its toughest decisions: to cut \$5.2 billion out of the military budget for fiscal '54, most of it at the expense of the Air Force.

In his radio speech last week, the President also launched a campaign to sell this decision to the country. And none too soon, for the Air Force and its congressional backers have begun a counter-campaign of their own. The differences run deep and need more public ventilation.

Secretary Wilson's military budget is perfectly satisfactory to the Army and Navy. As for his \$5 billion cut in the Air Force, he defends this as more "realistic" than the Truman-Lovett budget. He promises as many effective Air Force combat wings in '54 and '55 as could have been achieved under the Truman-Lovett schedules. His savings come chiefly from cutting future obligational authority. He replaces the Air Force's previous goal of 143 wings, which was to have been achieved in 1955 or '56, with a new "interim" goal of 120 wings (though the Air Force claims it will not have enough manpower to reach even that).

Wilson maintains that "we can decide next year what we want to do for '56 or '57 or '58 and make the decision more intelligently than we can when we make it too far ahead." In other words, he implies we can keep a free option on the 143-wing goal for a year. This raises some highly technical questions about "lead time" and procurement practices to which an automobile maker and a jet plane maker might give different answers. Epithets are therefore flying; Representative Yorty, a Democrat from the aircraft-manufacturing section of California, blames the Wilson budget on "defeatist advocates of economy-at-any-price."

What critics of the budget can legitimately claim to fear is another setback in the long struggle for U.S. air supremacy, which was lost after World War II. The jet revolution has made this supremacy all the more imperative and all the more expensive. But it also makes it all the harder to define. Before the President's speech on the subject, Wilson's budget had aroused much legitimate skepticism. How much of this has the President overcome?

The President rose above the controversy by relativizing the whole defense picture. "There is no given number of ships—no specific number of divisions—no magic number of air wings . . . that will automatically guarantee our security," said he. In balancing the innumerable risks in a military budget, a few less air wings may be a fair price for a few more divisions of Roks. Such intricate

questions transcend all slide rules and enter the realm of judgment. In effect Eisenhower asked us to assume that he knew all the slide-rule answers, and to trust his strategic conclusion.

To give him this trust, one must assume that neither the President nor Wilson has been misled about the real effects of the budget cuts. That assumption will be tested in the current congressional hearings. Beyond that, one must also understand certain premises of their decision.

One premise is the same one Truman and Lovett used to make: that since "we live in an age of peril" we must fix our defense costs where we can stand them over a very long pull. A second premise is one Truman and company could never bring themselves to admit: that their budgets were too big and exposed us to more economic risk than necessary. At any rate this administration is giving a lot more weight than the old to the defense of the dollar, and of "our way of life," in its strategic decisions. Who, retracing all the calculations of these incompatible risks, would like to tell Eisenhower that he is more reckless than Truman?

It is certainly not necessary to do so at this stage, for one simple reason. Mr. Wilson emphasized the "interim" nature of his budget. So did the President, with a statistic. "Three aircraft with modern weapons," said he, "can practically duplicate the destructive power of all the 2,700 planes we unleashed in the great breakout attack from the Normandy beachhead" in 1944. Whatever its implications, here is a striking measure of the jet and weapons revolution.

The 143-group Air Force was a goal set by the Joint Chiefs of Staff in 1951, on the basis of a National Security Council estimate which has yet to be superseded. Mr. Wilson rearranged this program not as a strategist—he largely ignored his Joint Chiefs of Staff—but as a production man who is resolved to save money for the defense of the economic front. But the Joint Chiefs have been superseded, by a new group (under Admiral Arthur William Radford) whose first major duty will be to re-evaluate our whole weapons and forces planning.

As Senator Taft put it, "I'm still in favor of the most powerful Air Force in the world. I hope the new Joint Chiefs of Staff will tell us what the size should be." They will tell us, no doubt, under the inhibition of a dollar ceiling, but with a new array of technological possibilities which is constantly enlarging. This prospect makes it inadvisable to work up much blood pressure about the Wilson "interim" budget. President Eisenhower is a political and military strategist who believes that airpower "daily becomes a more important factor in war." He endorses this budget. For the time being, that should be good enough.



'HAS THE SUN STOPPED RISING?' ASKS CHIEF RISING SUN

A Senate subcommittee met last week for hearings on a bill which would pay the Yakima Indians \$13,656,000 for their fishing rights at Celilo Falls, in Washington, soon to be wiped out by the construction of the huge new Dalles Dam. A delegation of Yakimas came to say

they wanted no money and no dam; they want only their falls and their fish, guaranteed them by a treaty of 1855 "as long as the sun shines or the river flows." Up before the subcommittee rose Chief Rising Sun, a Cherokee and friend of the Yakimas. "Has the sun stopped

rising?" he cried. "Has the river stopped flowing? Is our treaty a scrap of paper?" The subcommittee, knowing that the vast non-Yakima majority of the population in the Northwest wants dams and power more than fish and treaties, returned uneasily to its deliberations.



THE BIG EYE is that of Model Pattie Bridges as seen through a flexible magnetic magnifying

glass inspecting a micrometer—one of thousands of precision instruments displayed at oil show.



OIL HOSTESS IS HELPED FROM TRACTOR

GIMMICKS, GIRLS AND A GIANT

The oil industry moves in on Tulsa, buys \$1 billion worth of equipment

To the men of the oil industry of the U.S. the International Petroleum Exposition is something like graduation from college. It comes late in spring after four years of waiting. It commemorates progress and it promises more progress as a reward for perseverance. Just as at a graduation, the talk is mostly serious but often the mind wanders from words that are spoken. Last week the oil industry moved in on Tulsa, Okla. for the latest show, and there was much talk of Permian basins, high drilling masts and unexplored acreage. There was a good deal of talk about a new wildcat that had just been brought in up north in the Williston Basin and about the well that had been spudded in on the exposition ground itself. (Drillers found high-gravity oil sands at only 1,048 feet.) But there were other things to attract, or distract, the visitors. Conveniently spotted among the exhibits were pretty girls to make sure no one would miss the fancy new micrometers, motor winches and massive drills—and to help boost equipment sales, which reached a total of more than \$1 billion.



THE BIG SCENE shows the 26-acre grounds of International Petroleum Exposition, crowded

with oil derricks and exhibits. In right foreground is giant statue shown on opposite page.



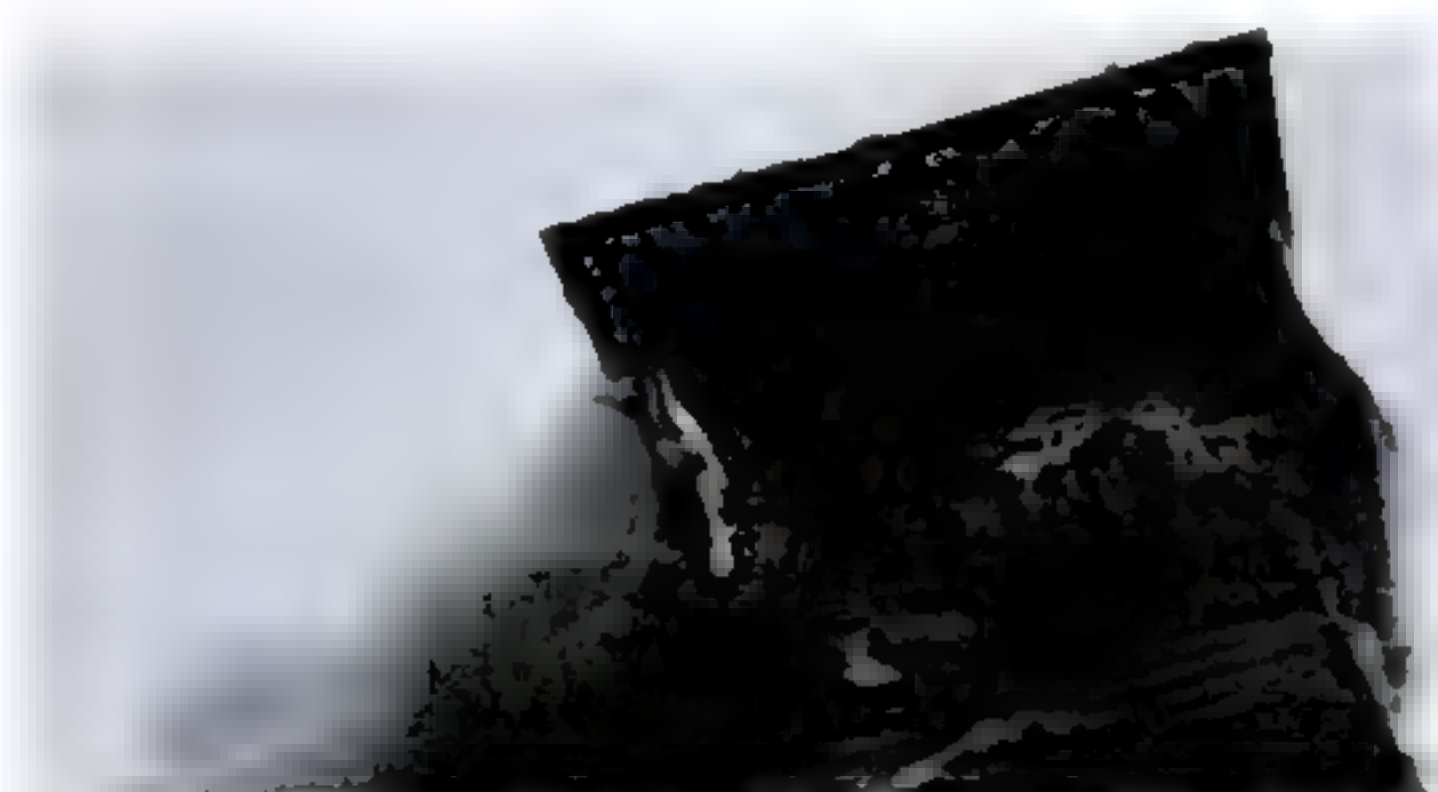


BIG DRILLER, here a 65-foot-tall gilded papier mâché statue of oil industry's key worker, holds 6 foot man in one hand and is admired by neck-craning visitors (below).





BILLY AND BOBBY CLAYTON PEER FEARFULLY OVER EDGE OF THEIR SMOKY PERCH AS THEY PREPARE TO FOLLOW THEIR COMPANION INTO FIRE NET BELOW



LAST TO GO, Bobby Clayton takes off through smoke and flame. He was unhurt, but seven firemen and spectators were injured in connection of the rescue.

UP ON A FIERY TOWER

Trapped youngsters leap 55 smoky feet to safety

Three youthful bird hunters in Stockton, Calif. climbed to the top of an abandoned water tower looking for pigeons. A fourth boy, who was playing with matches at the bottom of the tower, set it on fire. The trio on top soon found themselves trapped 55 feet in the air with flames scorching their feet and billows of smoke choking them. Firemen and police men came out with a net and spread it out at the foot of the tower. One by one the boys got their courage up and made the leap. John Wright, 10, landed in the net on his back and hurt a vertebra. Billy Clayton, 12, landed on his face and cracked his nose. His brother Bobby, 10, made a perfect jump (*left*) and only had some hair singed on the back of his head.

Make an old room look new!

Do it yourself...

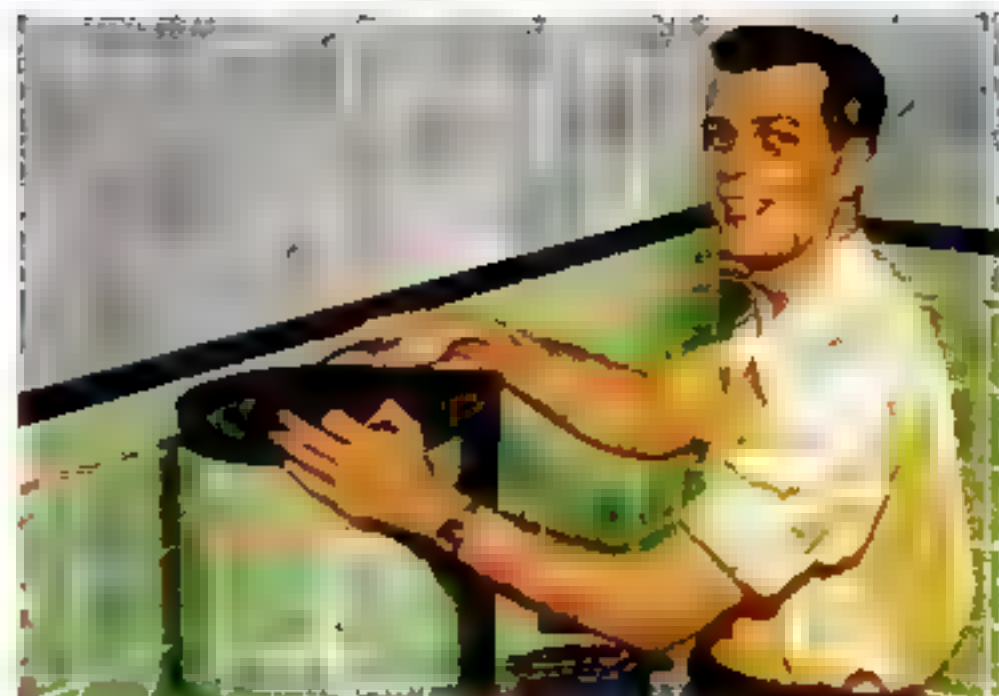
Save up to $\frac{1}{3}$...

Get just what you want in...



The Gold Seal guarantees satisfaction—or your money back!

Gold Seal Floors and Walls



What Congowall gives you:

32 choices in a baked-on enamel surface wall covering that never needs refinishing. (Shown: "Tri-Color.") Looks, feels and cleans like tile! Raised for a two-level effect! Up to stay in over 5,000,000 homes! Easy to install! Yet Gold Seal Congowall costs only about **13¢** a sq. ft.

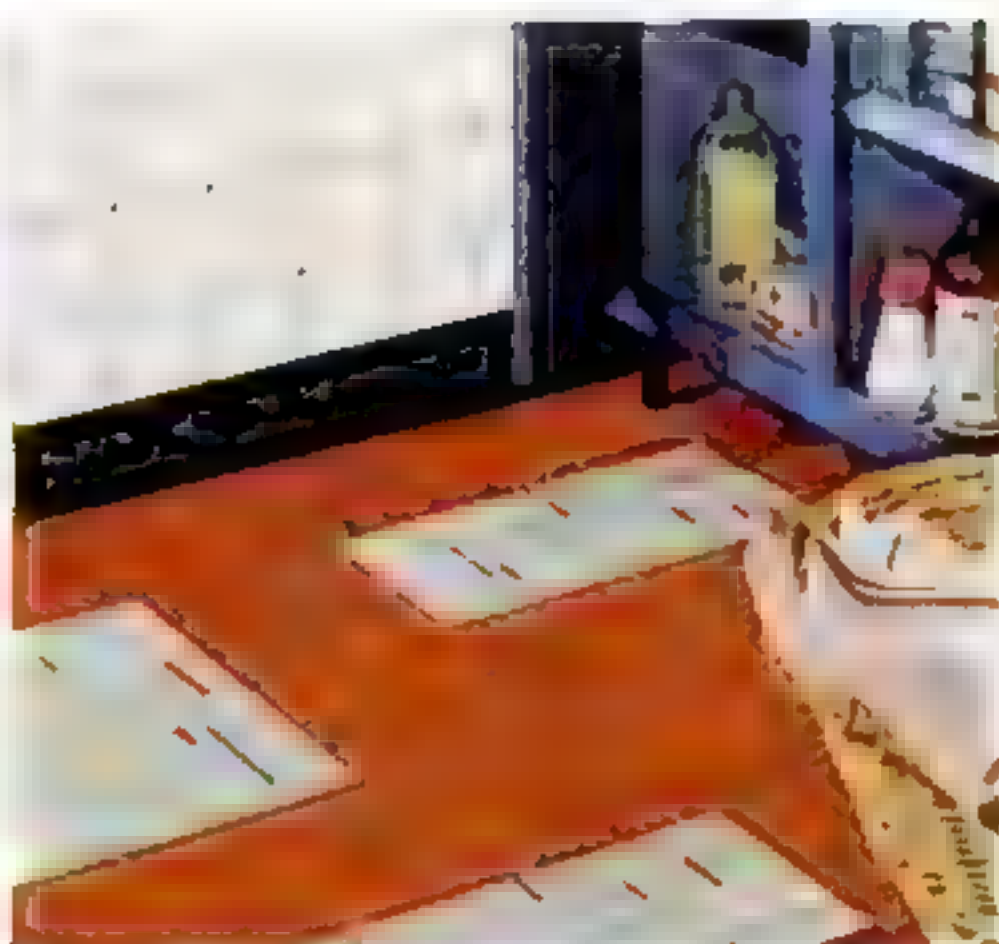


VinylTile: "Bermuda Hue" green PT30, yellow marbled PT02; Congowall: "Cross-Sitch" W22; VinylTap 3038

What VinylTile gives you:

24 choices in a flexible *inlaid* vinyl that outwears, outlasts, outperforms a like thickness of any other kind of floor covering. Kitchen grease, abrasives, acids or alkalis won't mar its beauty; that's why

even the light colors are as practical in kitchens as they are in any room. And you'll be delighted at the way these miracle tiles respond to a damp mop. Easy to lay, precision-cut and guaranteed, Gold Seal VinylTile costs only about **19¢** per 9"x 9" tile.



What Linoleum Tile gives you:

29 choices in Gold Seal *inlaid* Linoleum Tile! (Shown: color-flecked "Jackstraw" with "Fashion Floor.") Exclusive Duplex felt backing permits direct application to wood floors without extra lining felt. Resilient, long-wearing, easy to clean, costs about **17¢** per 9"x 9" tile.



What Rubber Tile gives you:

20 choices of the clearest truest colors ever! Gold Seal Rubber Tile is the luxury tile—hushed and relaxing underfoot. A full $\frac{1}{8}$ " thick for longer wear, more resilience, this worthwhile investment costs about **35¢** per 9"x 9" tile. On the wall: "Marine Garden" Congowall.

CONGOLEUM-NAIRN INC., Kearny, N. J. © 1953

For Congowall in Canada: Congoleum Canada, Ltd., Montreal
"Gold Seal," "Congowall," "Jackstraw," "Duplex" are trademarks.



Summertime Champion. For cooling refreshment in hot weather, nothing beats a Four Roses Whiskey Collins. It's a distinctively different kind of Collins—for the flavor of Four Roses itself is distinctive. And—as you'll soon discover—the Four Roses you get today is the finest that has ever been bottled.

Frankfort Distillers Corporation, New York. Blended whiskey. 86.8 proof. 60% grain neutral spirits.

Wouldn't you
rather drink

Four Roses



LIFE ON THE NEWSFRONTS OF THE WORLD

Eisenhower arranges a conference in Bermuda and Native Dancer scores revenge in Preakness

With Anglo-American relations at a new low because of disagreement over the truce talks and the Attlee-McCarthy exchanges (LIFE, May 25), President Eisenhower last week telephoned Prime Minister Winston Churchill and Premier René Mayer of France to arrange a Big Three meeting. The meeting was set for Bermuda, probably the end of June, but Mayer is unlikely to be the French representative. The day after his phone conversation with Eisenhower, he lost a vote of confidence and was forced to resign—the 18th French government to collapse since World War II. With France once more wondering who was strong enough to form a new government, a French cartoonist showed Eisenhower and Churchill on Bermuda eyeing the approaching raft of transatlantic sailor Alain Bombard (LIFE, May 18) and saying, "There's the French representative. But who is he?" No agenda has been announced for the conference, but Eisenhower, Churchill and Mayer's successor will certainly discuss Korea, Allied relations and the British proposal for a meeting of the major powers with Russia.



FRENCH CARTOON SHOWS BIG THREE "RENDEZ-VOUS AUX BERMUDES"

Following the lead of Lieut. Franciszek Jarecki (LIFE, April 6), Polish Pilot Zdzislaw Juzwenski slipped out of formation and landed his MiG-15 on the Danish island of Bornholm. Lieutenant Juzwenski, an air force friend of Jarecki's, will not get the \$100,000 offered for a MiG by General Mark Clark (LIFE, May 11) because this offer applies only to the Korean theater.

No tax relief until 1954

In a radio broadcast President Eisenhower outlined his new tax program (see *Editorial*, p. 26). Because of the continuing cost of national security the President asked for postponement of the 10% cut in income tax and an extension of the present excess profits tax, corporation income tax and excise taxes. The President blamed the Democrats for many of the nation's financial difficulties, but if he is to get his tax program through the economy-minded Republican Congress he will probably need the help of all the Democratic votes he can get.

When the first phase of the government's anti-trust suit against investment bankers came to an end in New York last week, the 64 lawyers took stock of their personal lives and found out that during the two and a half years of the trial they had come up with four marriages, 17 children and three grandchildren. If the judge does not now dismiss the case, the trial may run on several more years, giving the lawyers a chance to add to their vital statistics.

CONTINUED ON NEXT PAGE

Yours Very Coolly!

FLORSHEIM SHOES

of *Long-Wearing*

Nylon Mesh



Florsheim pioneered nylon mesh and presents for Summer the broadest possible selection of styles, colors, and combinations—light with dark, matching "daytime darks," the new pepper-and-salt tweedy mesh, combined with calf, suede, alligator calf. All yours—very coolly!

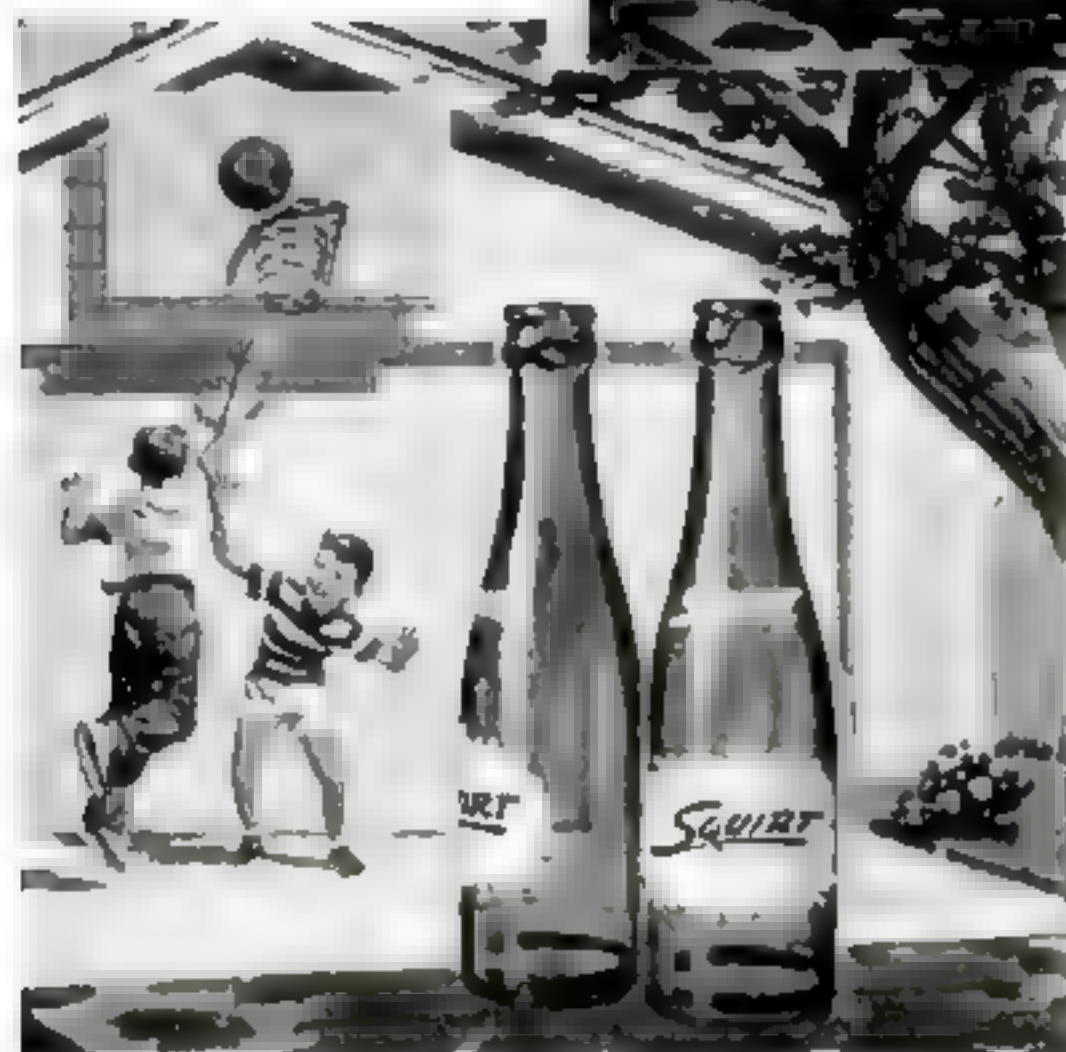


The KENNEDY, S-4526, brown suede and brown nylon mesh "Daytime Dark," \$19.95

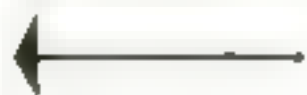
Other
Florsheim Styles \$17.95 and higher

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

If sweet
soft drinks
leave you
thirsty



Switch to Squirt
... never an
after-thirst!



SWITCH TO *SQUIRT*

Never an after-thirst

*Fresh, clean taste as you drink Squirt...
fresh, clean taste after you drink Squirt...
never an after-thirst!*

Yes, if sweet soft drinks
leave you reaching for a
water-chaser, then Switch to
Squirt—the one soft drink
that can say and prove—
never an after-thirst!

When you serve mixed
drinks, and when you
drink, be smooth about it
... Switch to Squirt, the
SMOOTH mixer.



COPYRIGHT 1952 THE SQUIRT COMPANY, BEVERLY HILLS, CALIF.

NEWSFRONTS CONTINUED

After investigating General James Van Fleet's charge of an ammunition shortage in Korea, Senator Margaret Chase Smith's subcommittee reports that there have been shortages "in varying degrees of seriousness during the entire Korean war," that these shortages caused "a needless loss of American lives," and that the Defense Department's and Army's budgetary systems are "in an intolerable state."



WIFE WATCHES OATIS SWEAT OUT REPORTERS' QUESTIONS

Oatis postpones his story

Back in America after his release from a Czech prison (LIFE, May 25), Associated Press Correspondent William Oatis puzzled and surprised his countrymen by the answers he did not give reporters. Obviously puzzled and shaken himself after his two-year imprisonment, he refused to answer most of the questions even though he said he realized that his refusal might create a bad impression. He did admit that under Czech law there was "some justification" for his arrest as a spy but denied that he had been an espionage agent "in the sense that this term is understood in Western countries." Oatis said he needed a long rest and would have to study the written record of his trial before he could repudiate his courtroom confession.



BARBARA GRIMM (RIGHT) GIVES DIANE BRADFORD TO POLICE

The kidnaper everyone helped

The day she quit her job as a carnival dancer, 24-year-old Barbara Lee Grumm met Clifton Bradford in a Washington, D.C. restaurant, joined him for a few beers and then went home with him to meet his wife and children. The Bradfords quarreled about her visit, then went out, leaving her to take care of 2-year-old Clifton Jr. and year-old Diane. As Barbara Lee Grumm explained later, the Bradfords' neglect of their children, their crowded home and their quarreling all aroused her "maternal instinct." She set off for New York with Clifton and Diane, intending to get a job and give them "a new life." By telling various hard luck stories she got help from a surprising number of people, but after three days she gave Clifton to a park attendant as a "lost boy." For two more days she kept Diane until she was recognized and turned over to the police. The courts decided to keep the children until the Bradfords' "Tobacco Road" home life could be investigated, and to charge well-meaning but foolish Barbara Lee Grumm with kidnaping.

CONTINUED ON PAGE 36



1909 STODDARD-DAYTON was typical of its day and proved quite popular. Priced at \$2,500, it offered a four-cylinder, 36-horsepower engine. It was manufactured in Dayton, Ohio.

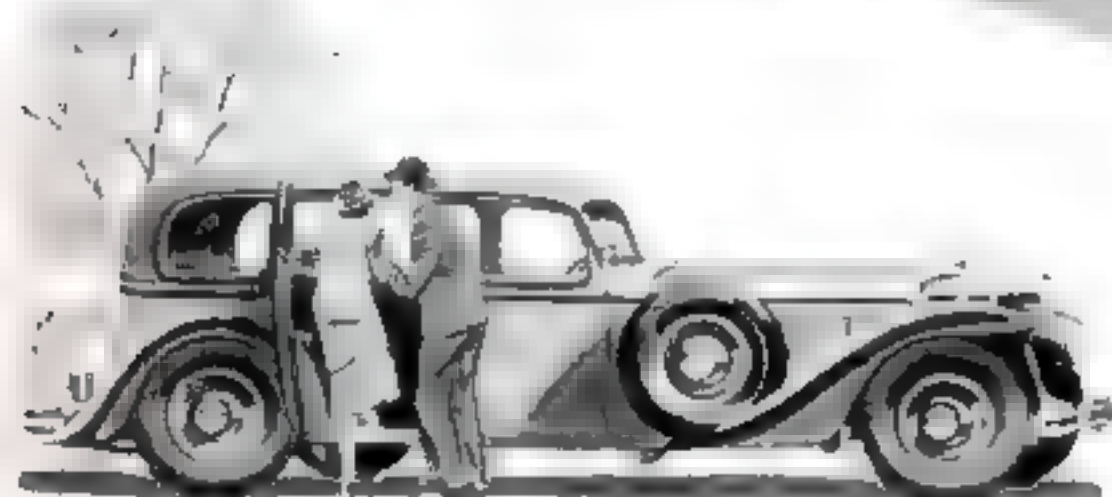
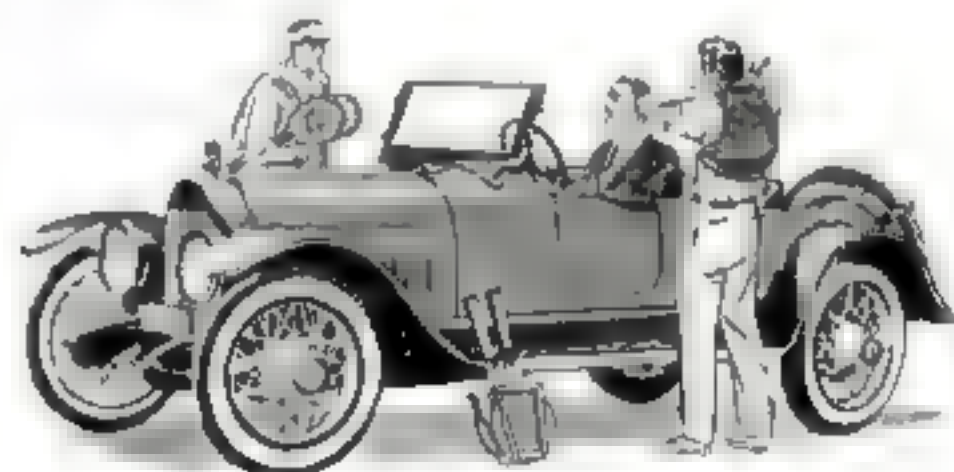
TODAY AS YESTERDAY

Cars run their best on the best gasoline

1953 STUDEBAKER Starliner reflects European styling in its low silhouette—less than five feet high. Power steering and a choice of three transmissions are available.



1916 OWEN was called "The Car of a Thousand Speeds." Its electromagnetic transmission anticipated today's automatic shifting.



1933 LEVEE claimed "50% saving in fuel . . . 100 miles per hour . . . extreme smoothness" because of its trick engine. A peculiar lever linkage between pistons and connecting rods was designed to increase torque at low engine speeds.



ETHYL
CORPORATION

New York 17, New York
Ethyl Antiknock Ltd., in Canada

Early-day automobile manufacturers often devised fantastic stunts to publicize their cars. One promoter actually hung a car and driver from a huge balloon and sent them sailing over Indianapolis, Indiana.

Probably he was trying to prove that his car had "high" performance. However, today's car owners have their feet very much on the ground when it comes to their cars' power and performance. And millions of them have found the way to get the best out of a modern high compression engine is by using "Ethyl" gasoline.

Next time you stop for gasoline, look for the "Ethyl" emblem on the pump. You'll enjoy the powerful difference between gasoline and "Ethyl" gasoline!

the perfect setting for you...

66-piece service for 8 chest included, only \$69.75

Brookwood® Plantation® Del Mar®

Looks so radiant . . . feels so rich . . . the romantically beautiful new *Enchantment*® gives you the perfect setting for gracious living. Its richly carved detail, its delicate balance, its gleaming surface promise you a lifetime of loveliness! And all pieces you use most often have an extra overlay of precious pure silver to protect the vital wear point. Yet compared to any fine silverplate, you get more pieces—and for less money. See the other lovely patterns—Del Mar, smart modern—Plantation, elegantly traditional—Brookwood, simple, contemporary. All are made by Oneida Ltd., great name in fine silverware.

† Plus tax on salt and pepper shakers. ®Trade Marks. © 1951, Oneida Ltd., Oneida, N. Y.

1881 ROGERS
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

NEWSFRONTS CONTINUED

Marshal Tito reassured the West last week that Yugoslavia was not slipping back into the Soviet orbit. Despite Tito's reference to Italian Premier Alcide de Gasperi's Mussolini tactics and despite reports of improved Soviet-Yugoslav relations, Tito declared his loyalty to the West and said that, as far as he could tell, Yugoslavia and Russia were getting along just as badly as ever.



SUSPICIOUS SUMAILI AVOIDS HER FUTURE MATE

Hoping to start a gorilla family, New York's Bronx Zoo last week introduced its female mountain gorilla Sumaili to its male lowland gorilla Mambo. The pair got off to an inauspicious but characteristic start. Lowlander Mambo crouched as low as possible and mountain eer Sumaili took refuge on top of her keeper. The zoo hopes that ten years from now when they are old enough to mate, they will like each other better.

New design for atomic power plant

North American Aviation has designed an atomic power plant which, it says, can produce electricity for civilian use within two years. More economical than the engine used in the atomic submarine (LIFE, Dec. 15), this machine is considered safe enough to set up anywhere. The tremendous heat generated by atomic fission would be absorbed by a liquid metal and piped into an ordinary water boiler to produce steam which, in turn, would drive a conventional generator. Designers of the model claim that burning 10 pounds of fissionable material in such a plant would produce as much power as Hoover Dam.

Masao Sudo, a Shinto priest of Kominato, Japan, confessed last week to cutting the throat of 41-year-old Tokuo Tsubo for \$277. Sudo said he committed the murder for Tsubo's father who wanted to get rid of his "undisciplined son."



NATIVE DANCER BARELY BEATS OUT JAMIE K. IN PREAKNESS

In the Kentucky Derby the overwhelming favorite, Native Dancer, lost to Dark Star by a head (LIFE, May 11). Last week at the Preakness in Baltimore, once again the overwhelming favorite, Native Dancer lived up to his reputation, beating Jamie K. by a neck as Dark Star finished fifth.

If you like beer You'll Love Schlitz

*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of
matchless flavor . . . is the world's largest seller.

Year after year more bottles and cans of
Schlitz are bought—*millions more*—than of any
other beer. This popularity is the result of the
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz.
bottles and cans, and the 7-oz. bottle. Also in
24-Pak and handy 6-Pak cartons of cans and
"one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular
SCHLITZ PLAYHOUSE OF STARS—See
your newspaper for time and station.



The Beer that Made Milwaukee Famous

GOOD NEWS!

Grandma Snider's spicy, old-fashioned Catsup at a new low price!



YES—from Grandma Snider's
prized recipe, that wonderful
Snider's Catsup that's always been
so delicious—*now at a new low price.*

If you like good things to eat, write
it down on your shopping list now!

*Seasoned with spice
'n everything nice*



Try Snider's Country-Style Chili Sauce



and nippy Cocktail Sauce

BIG ROW FOR BIG PRIZE

Sculptor wins \$12,500 and boos

The spindly structure at the right is distinguished as the prize-winning model in the biggest sculpture contest ever held. It won first place over 3,500 entries from 57 countries in a competition for a monument honoring "The Unknown Political Prisoner." To its

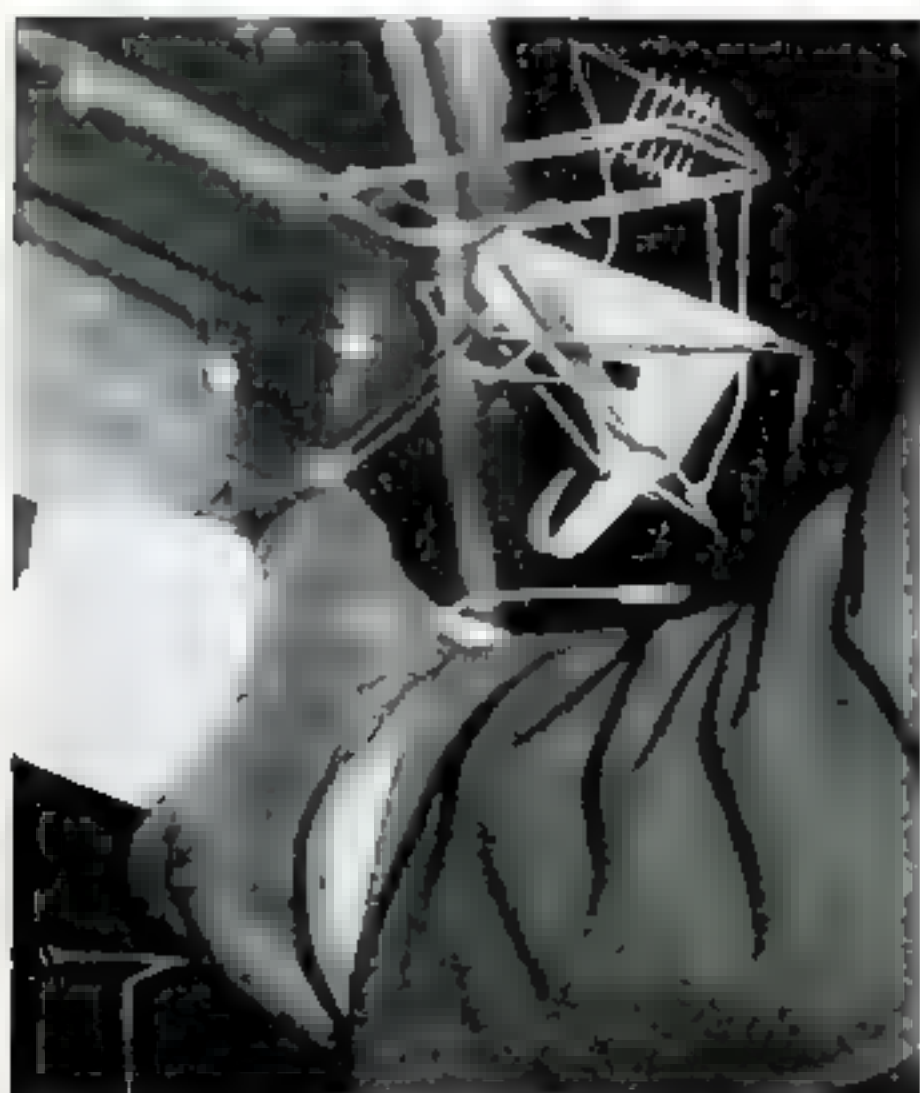


LASLO SZILVASSY

sculptor, a Britisher and onetime village blacksmith named Reg Butler, it brought an award of \$12,500. In the last two months it has also brought him some of the most violent abuse in the history of contemporary art.

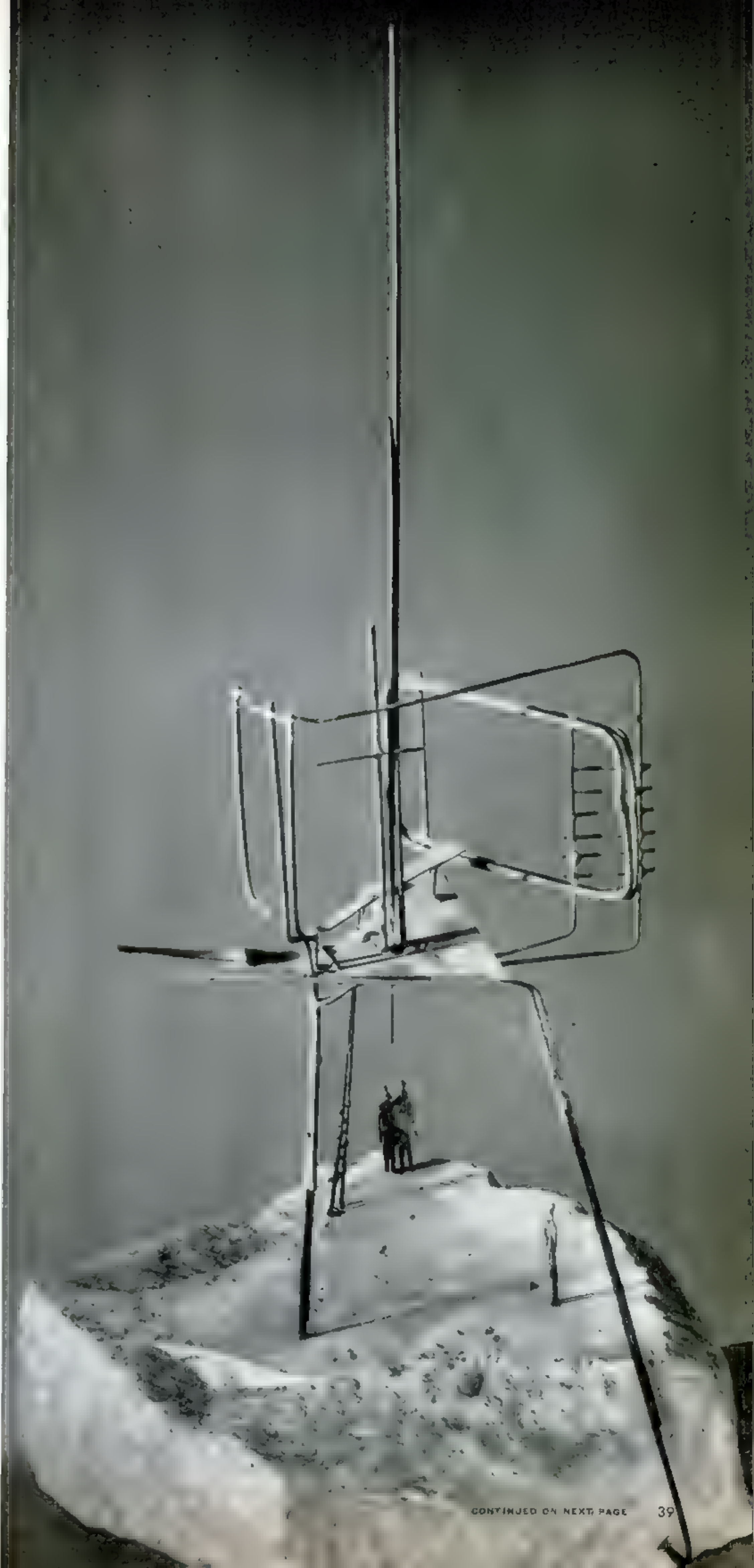
Two days after the opening of an exhibition of the models in London, a spectator named Laslo Szilvassy took action. Szilvassy, a Hungarian whose parents had been killed by the Nazis, grabbed Butler's model from its stand, crushed it out of shape and threw it on the floor, explaining, "I think people have seen enough of this." He was clapped in jail and placed under medical examination.

As Butler set about making a duplicate of the destroyed model, art critics almost universally damned the award. The British press let out a chorus of catcalls and members of Parliament signed a motion trying to discourage a proposal that Butler's sculpture be erected on the cliffs of Dover. As the abuse roared on, Butler heard one sweet note. The gallery announced that spectators at the exhibition, polled by secret ballot, agreed with the jury and had chosen Reg Butler's work as their favorite entry.



CRUSHED MODEL destroyed at gallery could not be repaired, but Butler made another in a week.

THE WINNING MODEL, before its destruction, shows prisonerless "cage," grieving figures below.



25 CARS AVERAGED 22.3 MILES

Per Gallon in the 1953
Mobilgas Economy Run!



Again, this year, latest model stock cars—under AAA supervision—traveled a rugged 1206-mile route, all the way from Los Angeles to Sun Valley, to demonstrate the great performance and economy built into modern cars and modern Mobilgas. The results speak for themselves! Fill up for all the gas mileage *your* car can deliver!

4th Straight Year of Proof Mobilgas is

HIGH QUALITY ECONOMY GASOLINE

AT LOW
REGULAR PRICE!

Get All the
Gas Mileage
Your Car
Can Deliver



See Your Mobilgas Dealer

SOCONY-VACUUM OIL CO., INC., and AMIREFIN MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Sculpture Contest CONTINUED

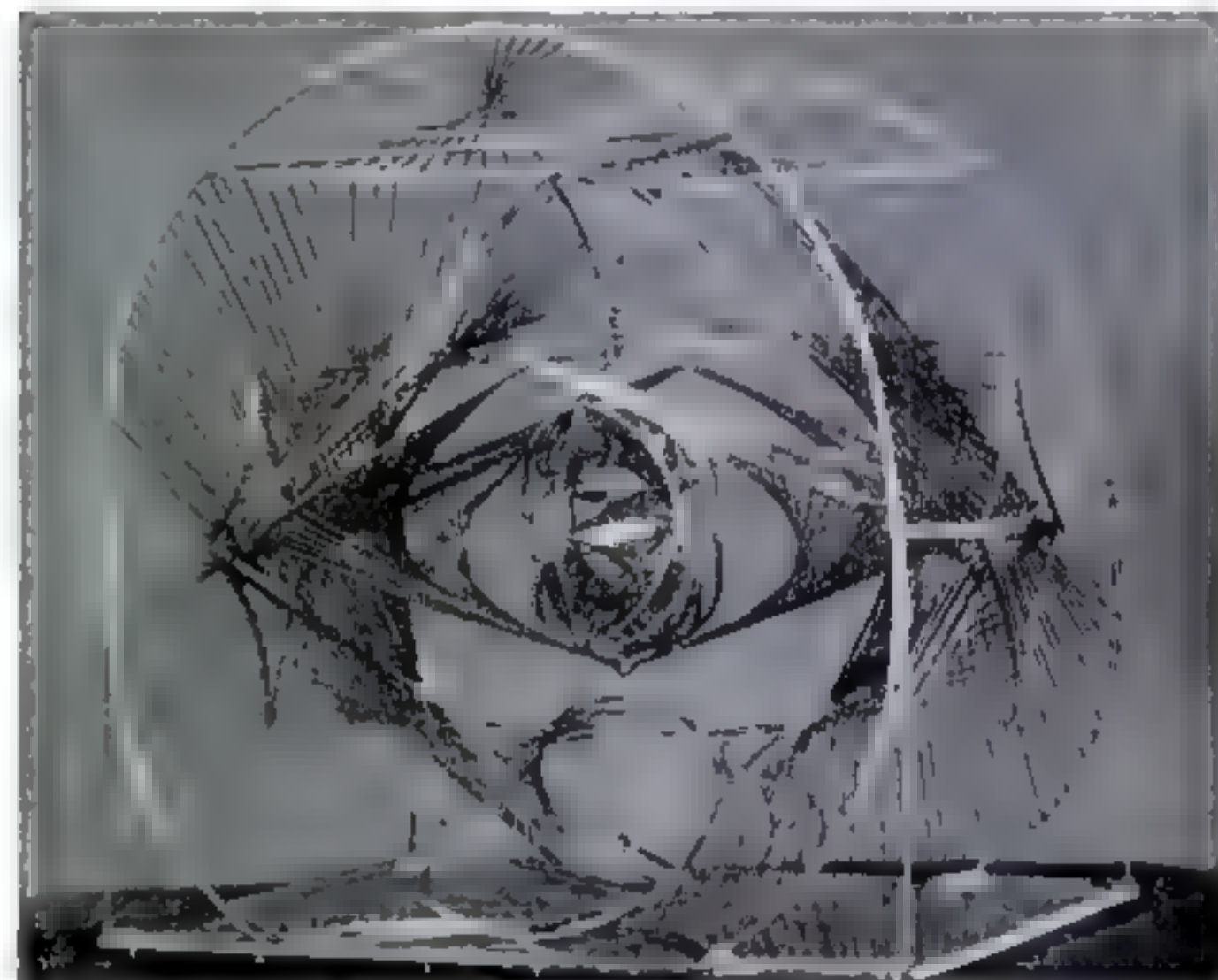
THESE ALSO WON CASH PRIZES



WINGS rise from work which won \$2,100 for Naum Gabo of the U.S.



STRINGS decorate model by Richard Lippold of U.S. He won \$700.



SPOKES, made of straight pieces of wire, give effect of interlocked circles in this \$2,100-winning design by Antoine Pevsner, who lives in Paris.



SLABS form the model by American Keith Monroe. He won \$70.



MESH is used by Italian Mirko Basaldella, who also won \$2,100.

CONTINUED ON PAGE 42



"Not a chance, Jim! Since he's worn 'Sanforized' shirts he hasn't called a game!"



"Water! Aspirin!! 'Sanforized' Shirt!!!"



"Why, he'd give the place a bad name if he got out in a shrunk-up suit like that!"



Mister! Avoid cotton garments that shrink out of fit. Always insist on seeing the "Sanforized" trade-mark before you buy! Make even your favorite salesman show you "Sanforized" on the label.

•SANFORIZED•
TRADE MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

only *Mido* the Superautomatic watch could survive these incredible **TORTURE TESTS**



1 SELF-WINDING?

A Houston, Texas, man writes about his Mido Superautomatic watch: "I lost my Mido in the dirty salt water of a ship's channel. Two years later while walking along the beach I found my Mido watch half-buried in the muddy bank still running in perfect condition. The Mido action kept the watch wound." **AN ORDINARY AUTOMATIC WATCH COULDN'T SURVIVE THIS TEST.**

2 CAN WATER GET IN?*

A Lakewood, Ohio, housewife writes about her Mido Superautomatic watch: "I accidentally dropped my Mido into my automatic washer with the clothing. It was tossed about for 40 minutes. When retrieved it was one of the cleanest watches I have ever seen. To this day, my Mido watch has not lost one second of time, nor given me any trouble." **AN ORDINARY AUTOMATIC WATCH COULDN'T SURVIVE THIS TEST.**

3 SHOCK-RESISTANT?

A New York policeman writes about his Mido Superautomatic watch: "For years my Mido has withstood the shock of countless jolts and abuse that would shatter any ordinary watch. It has never stopped running. It has never been in a repair shop. It has never lost its dependable accuracy." **AN ORDINARY AUTOMATIC WATCH COULDN'T SURVIVE THIS TEST.**

4 ANTI-MAGNETIC?

A U.S. Army radar officer writes about his Mido Superautomatic watch: "I've exposed my Mido to strong electro-magnetic fields which have destroyed watches owned by other men. My Mido has never failed me. It is a superior piece of machinery." **AN ORDINARY AUTOMATIC WATCH COULDN'T SURVIVE THIS TEST.**

* U.S. LETTER AWA 404 FOR MODEL 4

See the amazing Mido Superautomatic watch at your jeweler. The only complete line of over 50 "Worry-Free" Superautomatic styles for men and women.

FROM \$49.75 REG. TAX INCL.



MADEMOISELLE—
Stainless Steel \$109.00 F.T.I.
FIRST LADY—
14K Gold Case \$285.00 F.T.I.



MITCHELL—
Stainless Steel \$71.50 F.T.I.
RANDOLPH—
14K Gold Case \$265.00 F.T.I.

Send for FREE booklet C-63.
Mido Watch Company of
America, Inc., 665 Park
Avenue, New York 22, N.Y.
Peter Street, Montreal, Canada.
Factors in 80+ Swiss and
Swiss and serviced in 65
countries.

SWISS MADE IN SWITZERLAND
AND OTHER COUNTRIES
JUNE 1964

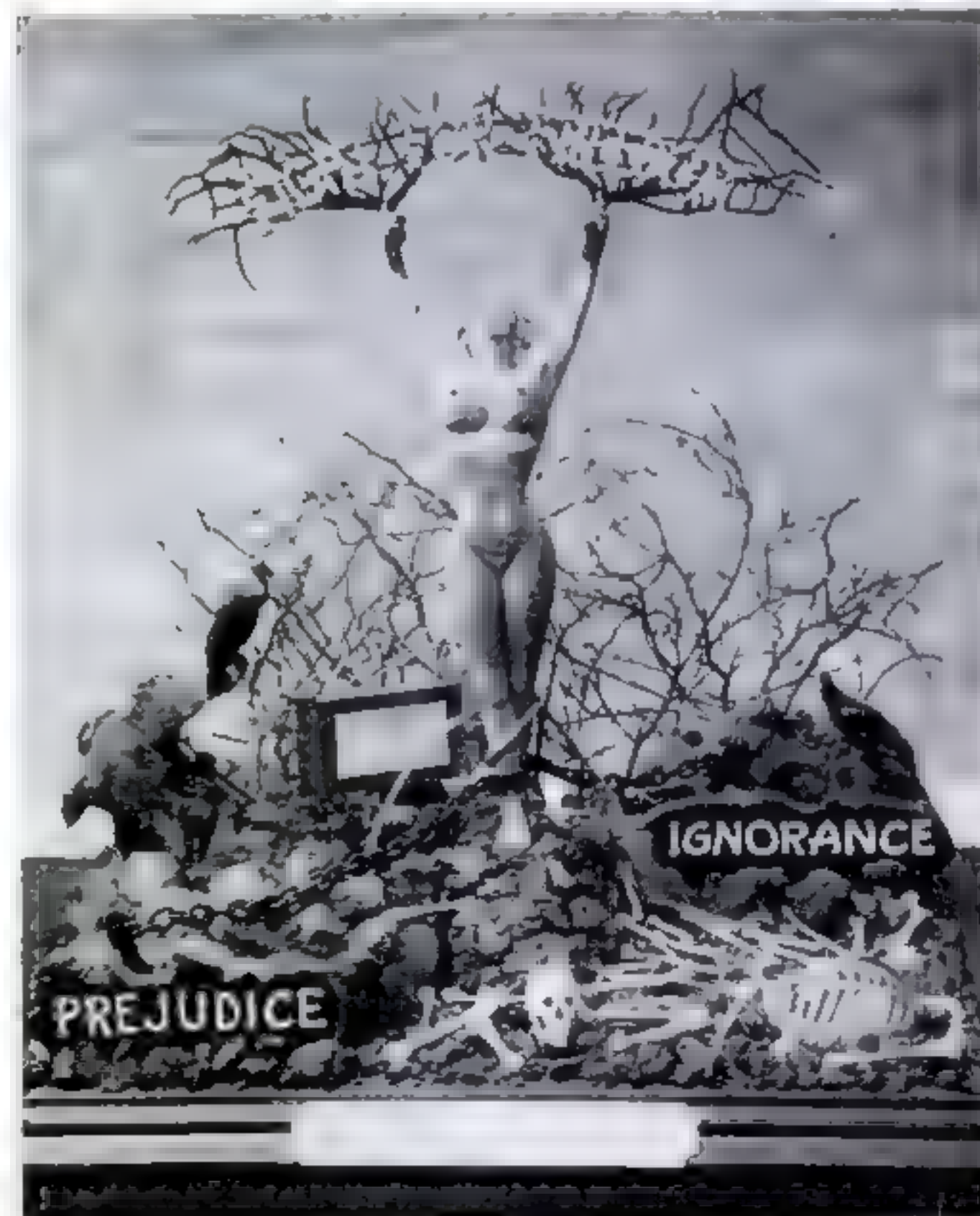


Sculpture Contest CONTINUED

HERE ARE A COUPLE THAT LOST



STOLID SPHINX sits on top of base carved to denote an unknown political prisoner trapped inside. This losing design is by Nikolaos Ikaris of Greece.



EXULTANT NUDE stands in gruesome design which looks like a three-dimensional political cartoon. It was done by Edward Gomez of British Guiana.

*A luxury
that actually
does you good*



*'Norman
Rockwell'*

More men, dermatologists say, come to them with skin infections *due to shaving* than for any other cause.

These infections often spring from tiny nicks and scratches you can't even see. Often, these tiny cuts become more serious than major ones because you take care of major cuts but neglect little ones.

Yet this need not happen—if you use Aqua Velva regularly after every shave. Two special ingredients in Aqua Velva automatically help take care of any break in the surface of the skin.

The tingling sensation you feel when you apply it is *proof* of Aqua Velva's action.

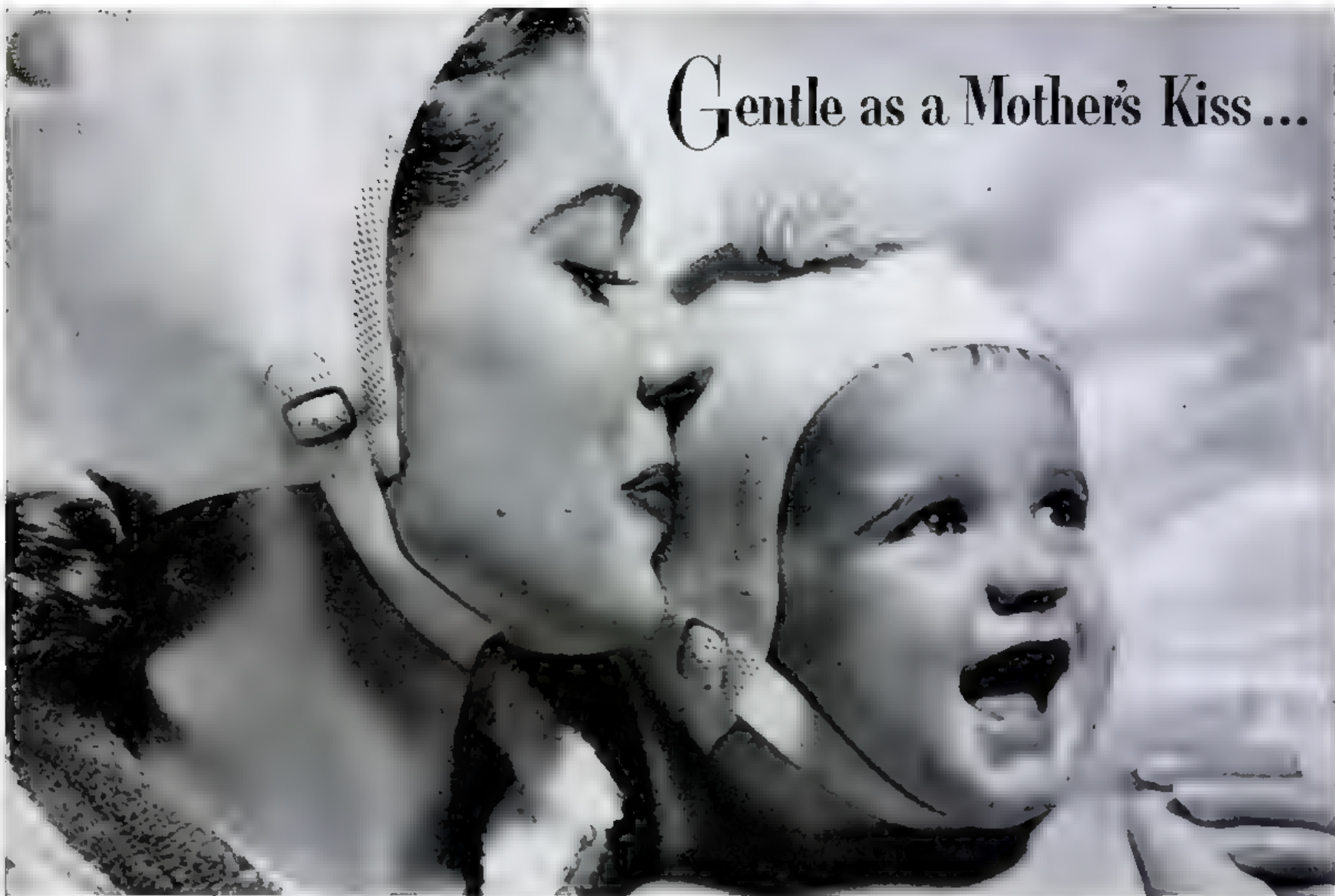
Why you'll like Aqua Velva

Besides the tingling sensation and pleasant aroma—found in Aqua Velva alone, you will enjoy the feeling of well-being and being well-groomed.

A 5-second dash of Aqua Velva is the final touch to a perfect shaving routine. Favorite of men the world over, it is a luxury you owe to yourself. Get a bottle today!

P.S. to Wives: Give him the luxury lotion he'd buy himself! Distinguished gift bottle, 11 oz.

*You should use it...
You'll like to use it*



Gentle as a Mother's Kiss ...

Bayer Aspirin's single active ingredient
is so gentle

medical authorities say it is probably

THE SAFEST OF ALL PAIN-RELIEVING DRUGS!

Bayer Aspirin is *not* a mixture of drugs. It is *straight aspirin*...so fast and so effective *all by itself* that it *needs* no added drugs to bring you relief from ordinary aches and pains.

You need gentle relief when you're in pain—and you want fast relief.

Bayer Aspirin gives you both.

It is so gentle doctors prescribe it even for small children...so gentle its record of safety—a record of safe use by millions of

normal people—is unmatched by any other pain-reliever.

And it is so fast that when you drop a Bayer Aspirin tablet in a glass of water, it starts disintegrating almost instantly. One reason why Bayer Aspirin makes you feel better—quickly—is that it does the same thing in your stomach.

Millions take Bayer Aspirin with confidence, not only because it provides gentle relief and fast relief, but also because highest medical authorities say its single active ingre-

dient is probably the *safest* and *most efficient* of all pain-relieving drugs.

So take Bayer Aspirin whenever you have an ordinary headache—or the pains of neuritis or neuralgia. And remember—if Bayer Aspirin does not relieve your pain, don't experiment—it's time to see your doctor.

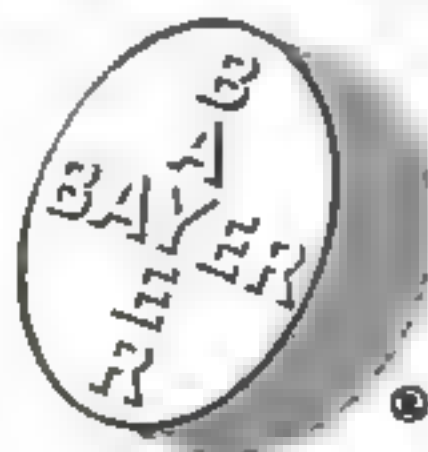
COMPARE!



Drop the headache tablet you now use in one glass of water—drop a Bayer Aspirin tablet in another—and see how fast each of them disintegrates.



**THE BEST
IN PAIN RELIEVERS
BEARS THE NAME...**



BAYER ASPIRIN



YUGOSLAV TABLE TENNIS TEAM WENT THROUGH THIS NARROW GATEWAY ON THEIR WAY TO BUCHAREST GAMES

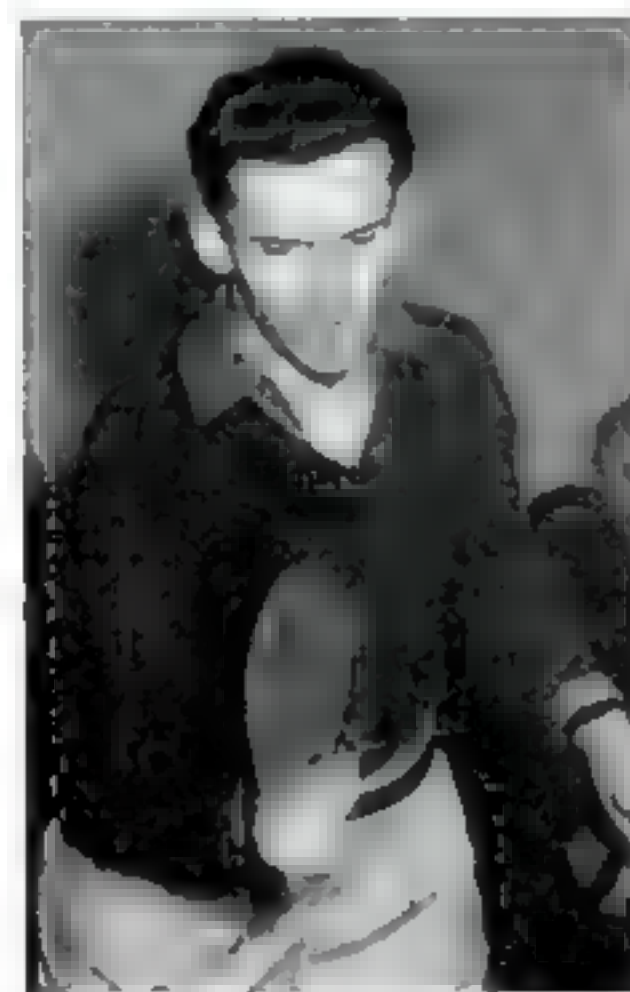
HOLE IN IRON CURTAIN

Tito's ping-pong experts get through to Romania

In the Balkans, where the political climate seemed suddenly milder, everybody was excited about table tennis. Answering such posters as the one (right) put up in France, ping-pong teams from many European countries came to Romania for the world's championships. Most interesting passage through the Iron Curtain was made by the players from Tito's Yugoslavia. They were taken to the border town of Kikinda, passed through a hole specially cut in a barbed-wire fence, carefully led through a mine-field and then put on a train for Bucharest. After they finished sixth in the tournament, it scarcely seemed worth the nerve-racking trouble.



YUGOSLAV PLAYERS—from left, Zarko Dolinar, Josip Gahric, Wilim Harangozo—looked good in practice



(above) but not in tournament. Though they finished far down, they still beat out Romania. Britain finished first.

CONTINUED ON NEXT PAGE

MORE MEN SMOKE



Prince Albert

than
any other
smoking
tobacco



R. J. Reynolds
Tobacco Co.
Winston-Salem, N. C.

JUICY FRUIT-S

One Try
and
You'll
Always
Buy



So Many
FLAVORS
and
SO GOOD!

Heide

CANDIES

New York 13, N. Y.

Vornado

AIR CONDITIONERS

give you

20% GREATER COOLING EFFECT!

COMPARE THESE EXCLUSIVE FEATURES
BEFORE YOU BUY ANY AIR CONDITIONER!

- ★ **VORTEX CONTROL**—combines maximum cooling with effective air movement.
- ★ **TWIN AIR CIRCULATORS**—give directional air flow and deep penetration of cool air.
- ★ **VARIABLE COOLING CONTROL**—permits quick adjustment of cooling capacity to suit the weather.



AIR CIRCULATORS

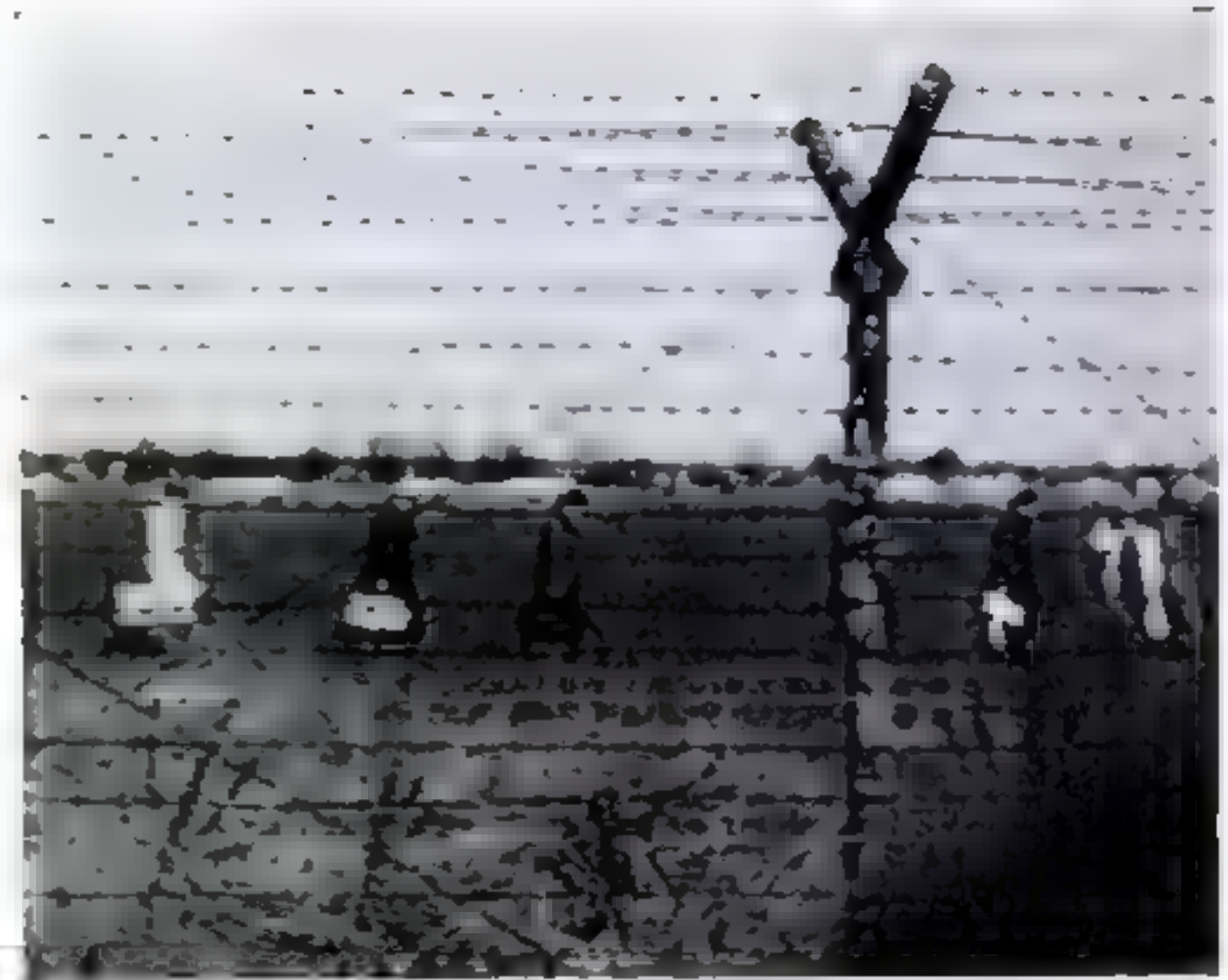


TURNABOUT
WINDOW FANS



OVER 5,000,000 SATISFIED USERS
OF VORNADO COOLING APPLIANCES

Products of The O. A. SUTTON CORPORATION
BOX 1894H—WICHITA, KANSAS



FROM ROMANIA officials lead the team across mined field toward barbed-wire border fence. This picture was taken from Yugoslavian side of fence.



THROUGH THE CURTAIN come the five players to be greeted by friends who had been waiting with condolences for their showing in the tournament.

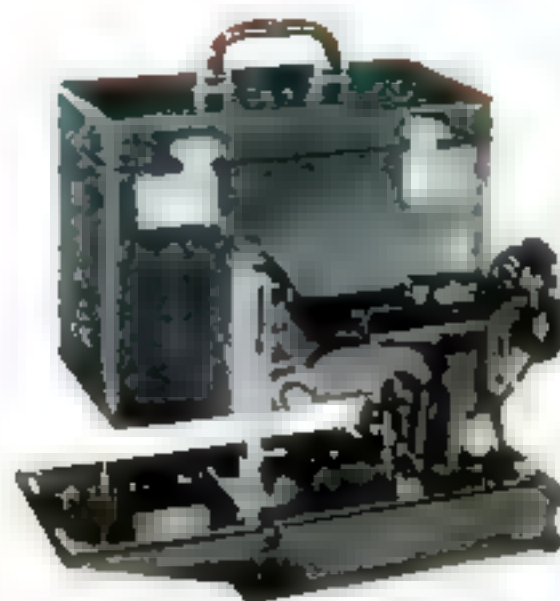


HOMEWARD BOUND the players head away from the fence toward the cars which will carry them to their towns in the various parts of the country.

Only **SINGER** offers you this complete choice!



1. *Straight-needle* MOST FAMOUS, FAMILIAR SINGER



Best-known, best-loved sewing machines in all the world. There's a straight-needle SINGER to fit your home, your idea of price.

Several great styles to choose from—each in a variety of handsome cabinets, modern or period designs. Portable models, too, including the popular FEATHERWEIGHT.*

Smooth-stitching, easy-running; so completely dependable. They offer you forward-and-back sewing, nonglare lights, easy tension and stitch regulators—many SINGER features developed through 100 years of leadership.

2. *Swing-needle* AMAZING "ZIGZAG" MACHINE

With this "almost-human" machine you can do beautiful straight sewing—*plus* all sorts of fancy, decorative stitching.

Finest of all "zigzag" machines. It embroiders, monograms, finishes seams, sets in lace, sews on buttons and snaps, makes buttonholes—without special attachments. Does them with the ease and sureness you get *only* in a SINGER.

Compare—and see. This wonderful swing-needle machine comes in a variety of SINGER cabinets.



3. *Slant-needle* LAST WORD IN SEWING EASE



Now for the first time—a machine with a needle that slants *toward* you instead of being straight up and down. Makes it easier to see as you sew, easier to "feed" fabrics.

And—it's a cabinet and portable all in one. (Light-weight aluminum head lifts out, has easy carrying handle.) Lots of other exclusive new features. Beige color or black.

Comes in new Spinet Cabinet—with a leaf that opens *toward* you so you can sit more comfortably, sew more conveniently. Other popular cabinet styles, too.

S*Don't be misled. SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE COMPANY.

There are more than 1300 SINGER SEWING CENTERS coast to coast... and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.

SINGER



Try all three great SINGER* Sewing Machines—choose yours this week. Whichever type of sewing machine you prefer—SINGER offers you the leader in its field! Easy budget terms. Liberal trade-in allowances.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

*A Trade Mark of THE SINGER MANUFACTURING COMPANY Copyright U.S.A., 1952, 1953, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.

Kellogg's

choo...choo...



choose your favorite...

Kellogg's

VARIETY PACK



Roll out freshness and variety

Breakfast becomes a happy excursion for all hands when Kellogg's Variety Pack is on the table. Ten generous servings of eight golden-crisp Kellogg's favorites. Everyone has his choice. Everyone has fun! Which Variety Pack special will you take tomorrow?

CORN FLAKES, the crisp, crisp flakes with the deep, deep flavor.

SUGAR CORN POPS, sweet golden nuggets—no wonder kids love Pops, Moms love Pops, Pops love Pops.

RAISIN BRAN FLAKES, the cereal with the fruit already on it.

SUGAR FROSTED FLAKES, big crisp flakes of corn frosted with sugar—Gr-r-reat!

RICE KRISPIES, the talking cereal that says "Snap! Crackle! Pop!" to tell you that it's Tumble-Toasted.

SHREDDED WHEAT, crisp-toasted biscuits in the handy, bowl-size shape.

PEP WHOLE WHEAT FLAKES, Melba-Toasted for extra crispness and rich flavor.

40% BRAN FLAKES, the cereal that gives you that "Bran New" feeling.

THE ONLY TIRE MADE THAT GIVES YOU PROTECTION AGAINST ALL TIRE FAILURES



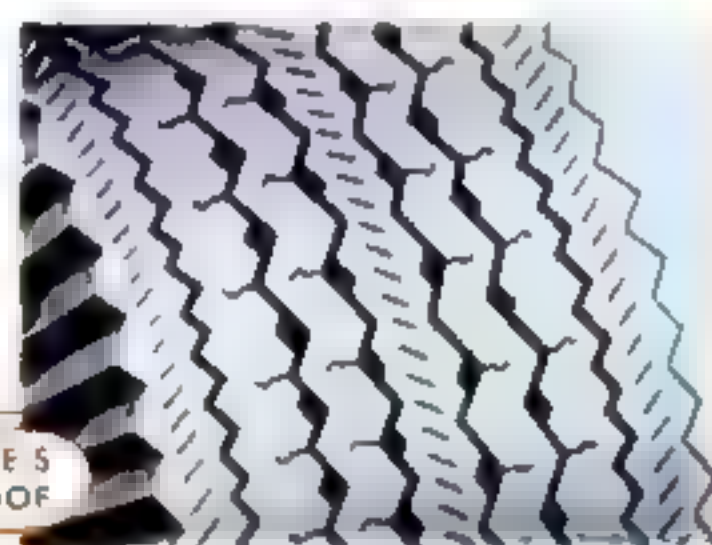
BLOWOUT-SAFE

Firestone Supremes are as blowout-proof as a tire can be made. But if a blowout should occur, a safety valve closes instantly, retaining most of the air inside the tire long enough to come to a safe stop riding on a safety diaphragm made of 2-ply cord.



PUNCTURE-SAFE

The extra-deep, extra-tough tread resists punctures. But if a nail or other sharp object should penetrate the tire, an inner liner of butyl rubber prevents the hole from widening and soft, sticky, gummy rubber seals the hole without loss of air.



SKID-SAFE

The exclusive Firestone Safti-Grip tread gives you three-way protection against skidding. It has thousands of sharp-edged angles, sure-footed Traction Boosters on the center and outer ribs, and Skid-Resisters which dig in like the claws of a cat.



LONGER-WEARING

The extra-deep tread is specially-compounded for extra toughness and greatest resistance to wear. The Safti-Lock Gum-Dipped cord body is so strong, so safe, that it can be recapped or re-treaded again and again, resulting in amazingly low cost per mile.

Firestone Supreme

NOW you can be safe from all dangers of tire failure! The Firestone Supreme, the amazing new *tubeless* tire, is the only tire made with patented and exclusive construction features which give you the greatest protection against blowouts, punctures and skidding ever built into a tire. And, at the same time, you get longer mileage and lower cost per mile.

Demand for this sensational tire at present exceeds supply, but production is being increased rapidly and most sizes are now available at many Firestone Dealers and Stores. Place your order now for the safest tire that money can buy.

YOUR SAFETY IS OUR BUSINESS AT FIRESTONE



DISASTER'S LESSON

Kansas City crash brings big-scale speed trapping

Police of Kansas City, Mo., had been busier than usual counting the traffic dead—the toll for the first four months of 1953 already almost matched the toll for all of 1952—when another familiar weekend call came in last month. On a bridge over the Missouri River, two speeding cars had met, and the cops had to pick up the remains of the most shocking traffic massacre in the city's history (right). Aroused to drastic action, and with the approval of most of the population, the police formed special teams, marked off about 130 areas for their greatest speed-trapping campaign and started clocking cars (pp. 52, 54).

Despite the well-publicized safety drive, officers are busy waving wayward motorists over to the curb at the rate of up to 200 a day. They lift the drivers' licenses, sometimes even take their car keys and, when there are enough of them—it never takes long—force them into station-bound convoys (below). Not until the speeders post bond for hearing are they released. Everyone goes away mad, of course, but still alive.



CAUSE of the antispeeding campaign was crash in which these speeding cars met head-on, killing seven, of whom five are shown. Police "location board" identifies place of accident on the Armata-Swift Burlington Bridge.



RESULT of speed trap campaign by Kansas City police are traffic violators like these who are being herded under motorcycle guard to police station.

CONTINUED ON NEXT PAGE



Tired of begging your dog to eat?

HERE'S THE
DOG-MEAL
WITH



HE CAN'T
Flavor Resist!

Tired of throwing away half-eaten dishes of this and that dry dog food? Listen: just pour some Swift's PARD MEAL in his bowl, moisten it—and jump out of the way! He'll lick up every morsel till the bowl shines!

Your money back if he doesn't.

Packed with extra meat fat for flavor, energy, more complete nutrition. Homogenized—cleaner, quicker to feed, won't flake or powder. Aureomycin added to keep your dog "on feed".

Available in 2 and 5-lb. cartons and larger bags.



Listen to Don McNeill's Breakfast Club, ABC radio, weekday mornings.

Swift's dog foods contain CHLOROPHYLLINS to combat doggy breath and body odors

... and for the finest in CANNED dog foods—
Better tasting ... better for him
... than red, raw meat alone!



SETTING THE TRAP, two ... 110-foot strip of street. A driver who makes it in less than 1.9 seconds is violating the local speed law.



AWAITING A SPEEDER, ... stop with clock car about to pass first use in street ... to another policeman.

CONTINUED ON PAGE 52

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos — the finest quality money can buy

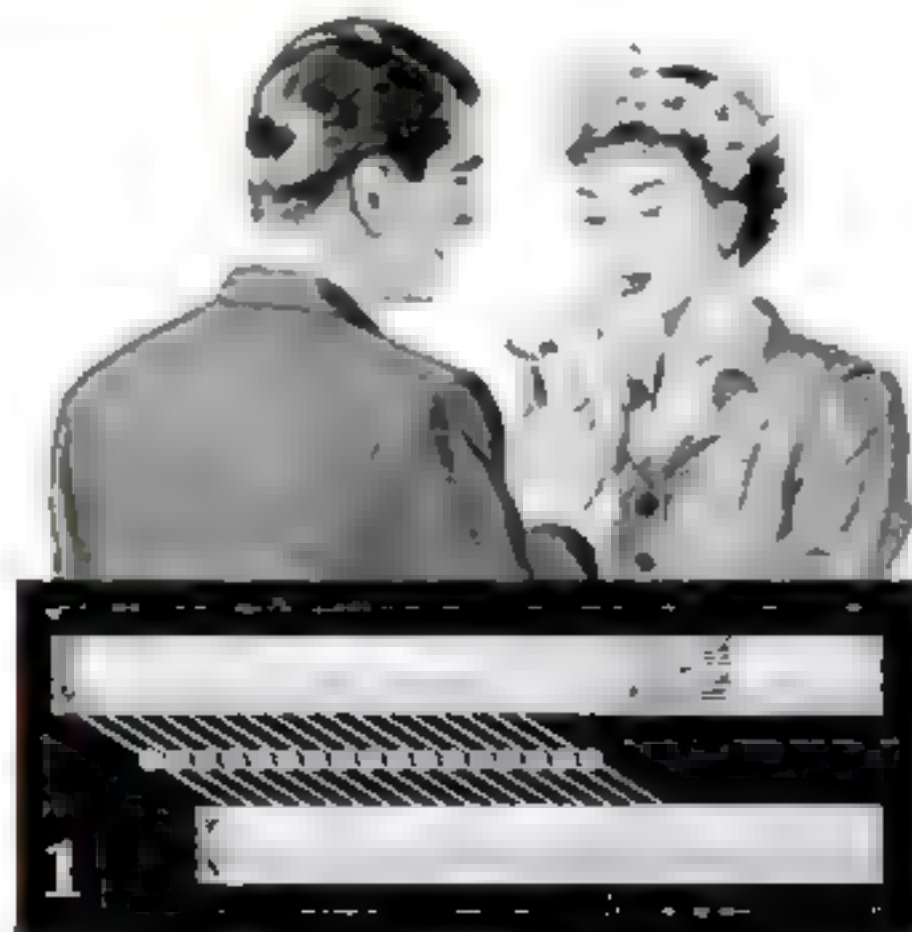


Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package—THE FINEST QUALITY MONEY CAN BUY

*Here is
mildness
you can
measure*



See how PALL MALL's
greater length
of fine tobaccos filters
the smoke
on the way to your throat



Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobaccos.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking. And your enjoyment of PALL MALL doesn't stop there. After 5 puffs of each cigarette—or 10—



or 17—your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobaccos travels the smoke further on the way to your throat — filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding...and they are mild!

Now! Exclusive screening formula
gives you

*a Lovelier
Tan*



Illustrated by Catlin

Only Skol brings you this marvelous new
tanning formula—lets you tan faster,
more beautifully than ever!

● Skol's two exclusive screening ingredients *let you control* your tanning scientifically! When you cover yourself with Skol you draw a protective curtain between you and the "danger rays" of the sun. You don't blister. You don't get a disfiguring red-burn.

Yet Skol's new formula allows precisely enough of the sun's "tanning rays" through to give you a *lovely, flattering tan*—the most glorious tan of your life. Get non-oily Skol—also available in plastic bottles



"Skol," Reg. U.S. Pat. Off.

Used by more people than any other suntan lotion

Disaster's Lesson CONTINUED



THE SIGNAL for arrest of a speeder is picked up by a policeman equipped with waikie-talkie who is stationed about 700 feet away. Traffic squads are made up of teams of four.



TRAPPED, motorist is lagged to a stop by cop waiting just behind him in the road. Most drivers heed summons, but when one tries to run blockade a standby car gives chase.



PROTEST is made by a driver who insists in vain that he is innocent. "I know I'm not," he protests, "but I can't stop the car." "You can't stop the car," the policeman replies.



Brownie Hawkeye Camera
\$7.25

Gets crisp, clear snapshots the surest, simplest way. No adjustments... just line up your picture in the oversize finder and press the button. Makes 12 snaps per roll. Flashholder extra, \$4.

Kodak Duaflex II Camera
Kodak Lens \$14.50

Shows you your picture big and clear—before you snap. Flip-up hood brightens image in viewfinder. As simple to operate as a Brownie camera. Gets 12 crisp snapshots per roll. Flashholder extra, \$1.25.



*Every model a 3-in-1 camera...
a black-and-white camera... a color camera...
and a flash camera*

65th Anniversary Show of Kodak snapshot cameras

at your Kodak dealer's NOW

Today's Kodak cameras are "luxury" cameras at down-to-earth prices... built with the knowledge gained through 65 years of giving people more and more picture-making pleasure for the least money.

Finer lenses and shutters give crisper, clearer snap-

shots. Simple, easy-working controls mean years and years of trouble-free snapshot fun.

Dollar for dollar... feature for feature... you're buying the best... when you buy a camera marked "Kodak" or "Brownie."

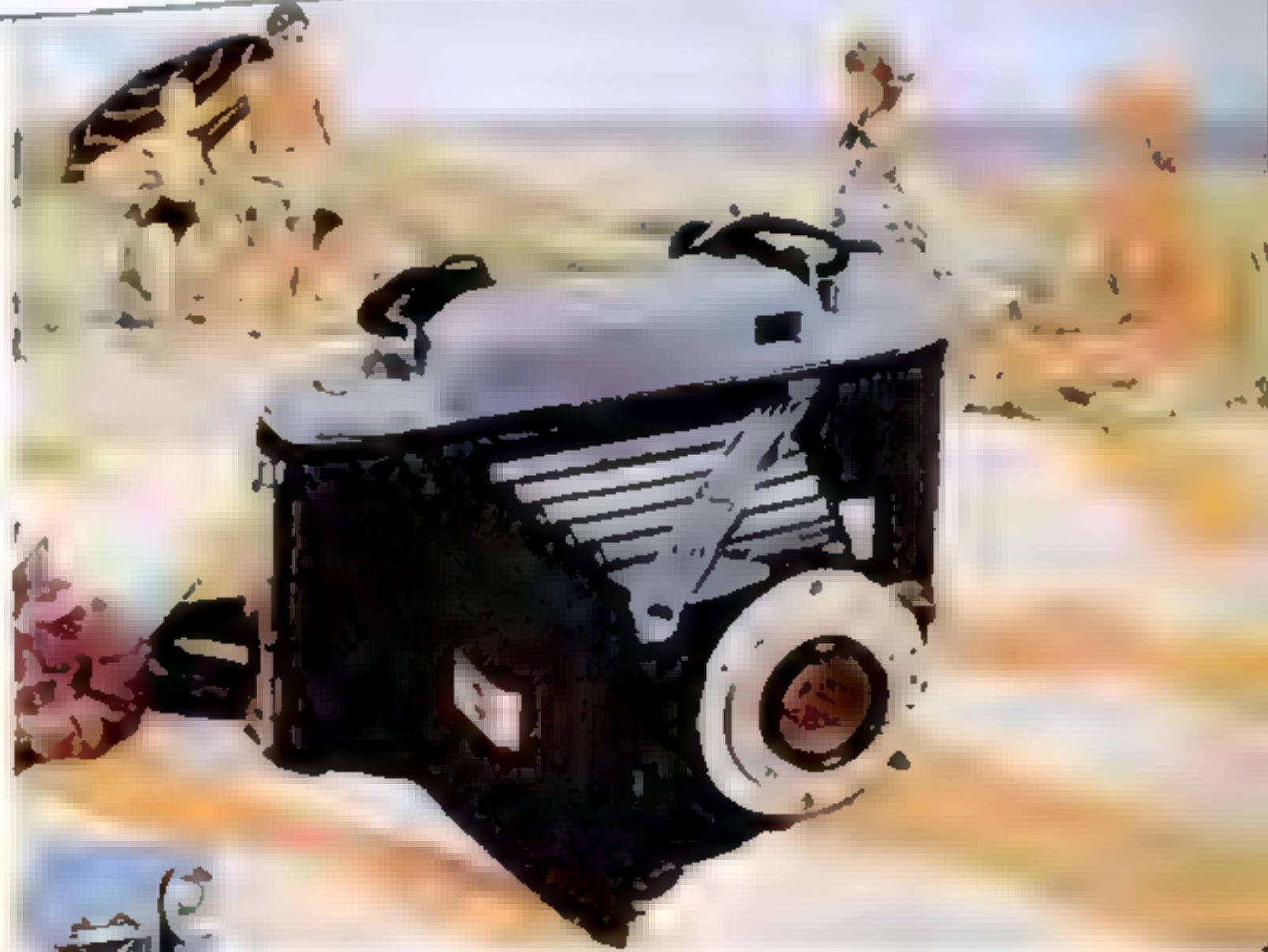
Eastman Kodak Company, Rochester 4, N. Y.



Kodak Pony 135 Camera \$35.25

A 35mm miniature that gets color slides as crisp and brilliant as cameras costing twice as much. You can project them big and bright... and have beautiful color prints made from them. Fast, color-corrected f/15 lens, 1/200-second shutter. Settings specially marked in red make it as simple to operate as a box camera. Loads with 20- or 36-exposure films. Kodak Pony 8.28 Camera, 8-exposure model, \$31.15. Flashholder, \$8.25.

Prices subject to change without notice and include F. I. C. Tax where applicable

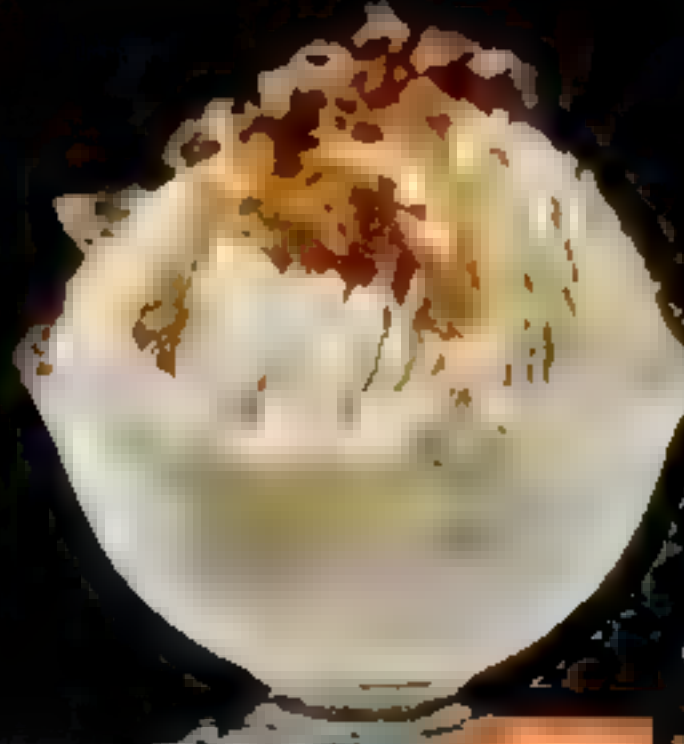


Kodak Tourist II Camera Model Lens \$26.25

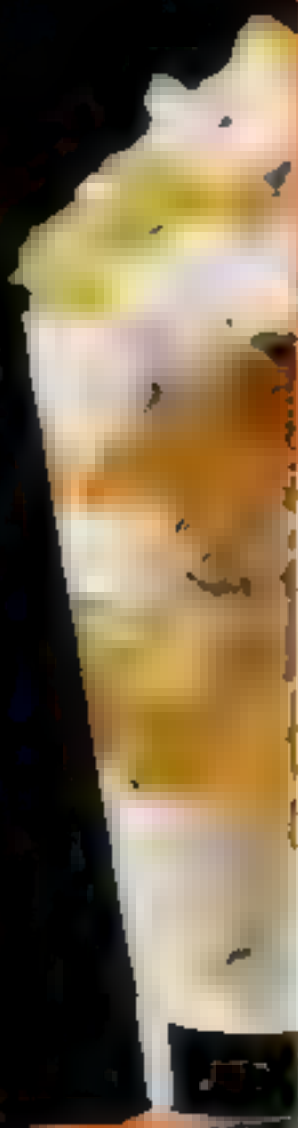
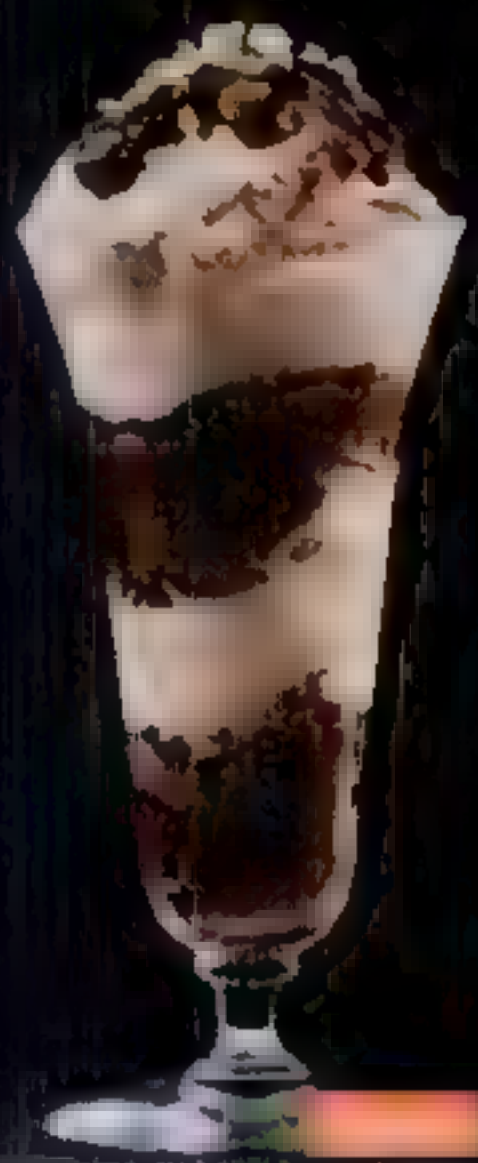
Smart new model of an old favorite, the folding camera. Easy to take along on trips and outings. Built-in flash makes indoor pictures easy to get. Has modern eye-level finder for split-second sighting. Squeeze action shutter release for steady shooting. Prefocused lens. Takes eight horizontal or vertical pictures per roll. Flashholder extra, \$8.25.

Now is picture time

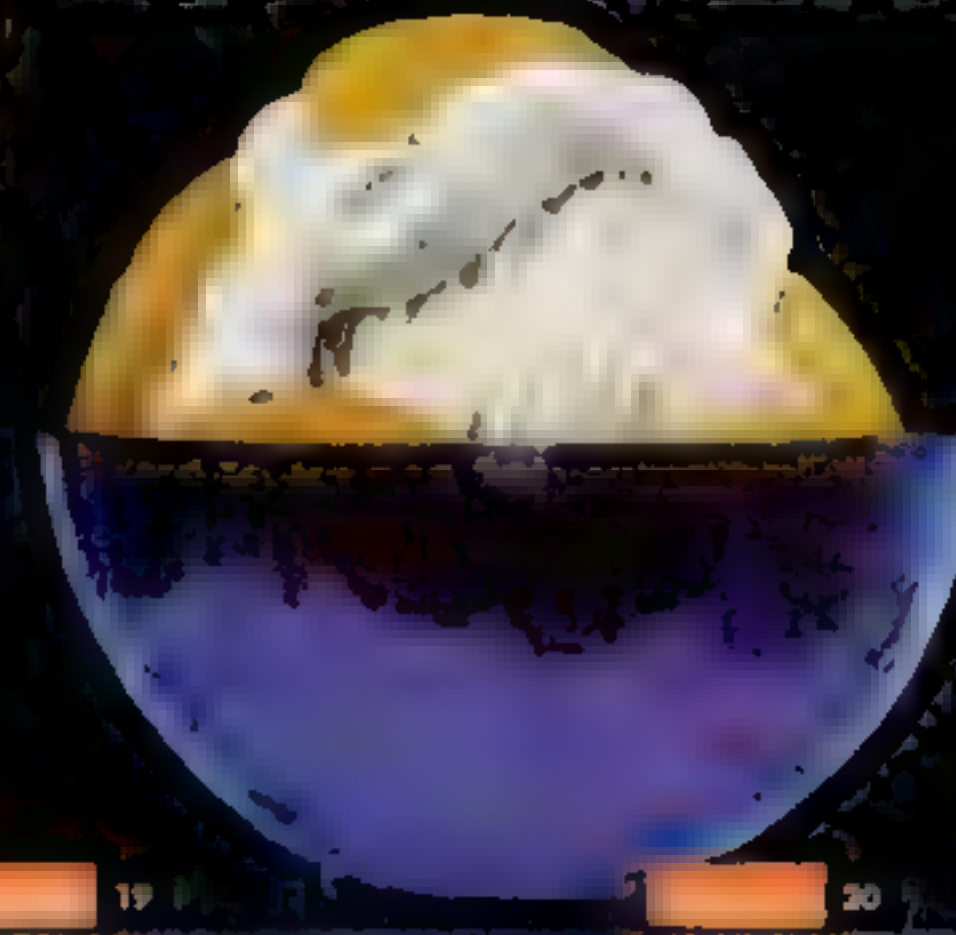
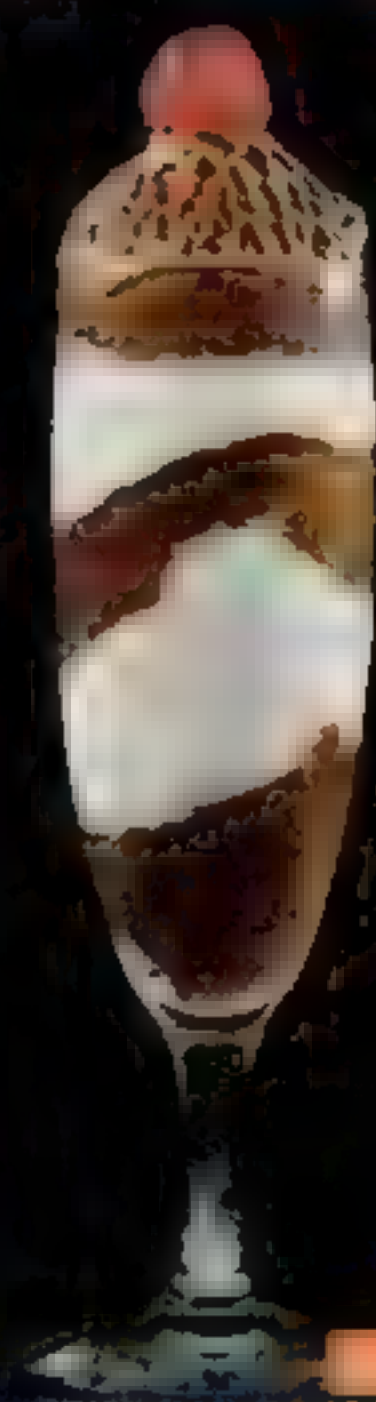
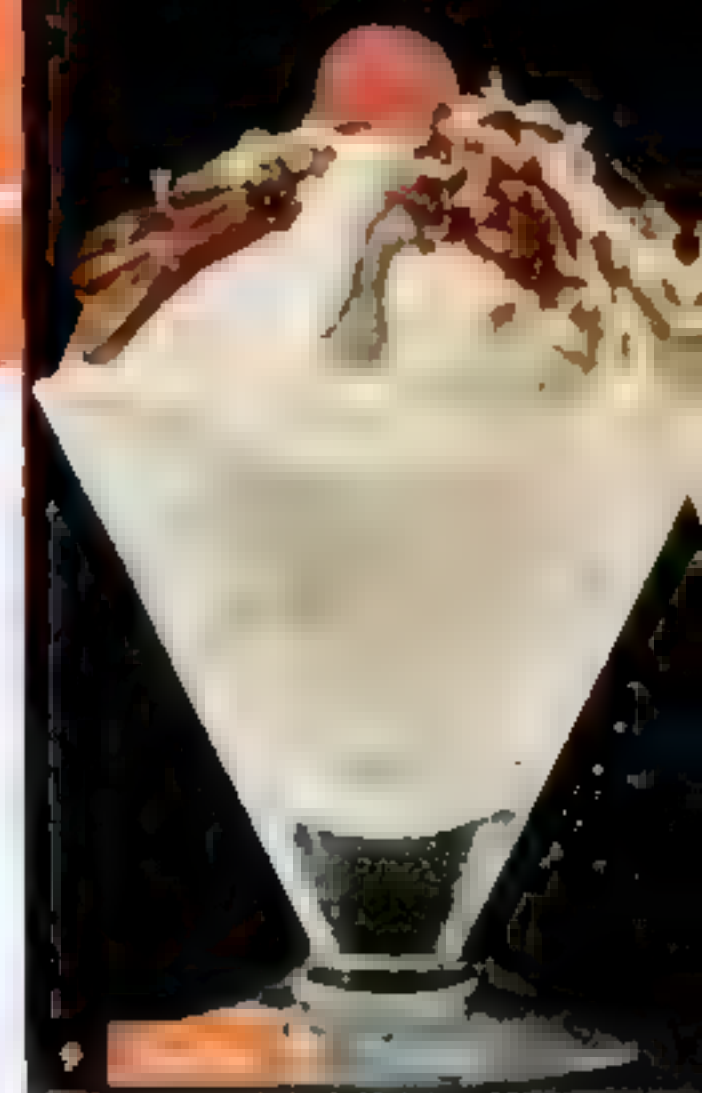
Kodak
TRADE-MARK



1. **Vanilla Malt Sundae**—Sealtast vanilla w/ h marshmallow sauce, sprinkled with malted milk powder, topped by maraschino cherry.
2. **Dusty Road**—Sealtast vanilla ice cream with chocolate syrup, topped with malted milk powder, whipped cream and maraschino cherry.
3. **Strawberry Sundae**—Sealtast vanilla ice cream, topped with sliced strawberries and a spoonful of whipped cream.
4. **Butterscotch Surprise**—Sealtast vanilla ice cream covered with butterscotch and marshmallow sauce, topped with nut.
5. **Rainbow Sundae**—four flavors of Sealtast ice cream, with crushed cherries.
6. **Peach Parfait**—chocolate syrup alternated with layers of Sealtast peach ice cream and topped with chopped nuts.



*The Best
Ice Cream
in a
Month of
Sundaes*



7. **Pineapple Delight**—Sealtest chocolate ice cream, with pineapple and maraschino cherry.
8. **Pineapple Parfait**—alternate layers of Sealtest vanilla ice cream and pineapple syrup garnished with whipped cream and crushed pineapple.
9. **Fudge and Nuts Sundae**—hot fudge on Sealtest vanilla, topped with marshmallow sauce, nuts and maraschino cherry.
10. **Chocolate Marshmallow Parfait**—alternate layers of Sealtest chocolate ice cream and marshmallow sauce, decorated with chopped nuts.
11. **Pineapple Sundae**—crushed pineapple and whipped cream on Sealtest vanilla, crowned with maraschino cherry.
12. **Butterscotch Parfait**—alternate layers of Sealtest vanilla ice cream and butterscotch sauce, with whipped cream.

13. **Black-and-White Sundae**—Sealtest chocolate and vanilla ice cream, topped with chocolate syrup, whipped cream and maraschino cherry.
14. **Brownie Sundae**—Sealtest vanilla ice cream on brownie, topped with chocolate sauce and nut.
15. **Pretzel Sundae**—Sealtest vanilla topped with chocolate sauce and crumbled pretzels.
16. **Peach Flip**—fill the hollows of fresh or canned peach halves with Sealtest vanilla ice cream and top with crushed cherries.
17. **Strawberry Surprise**—Sealtest strawberry ice cream on cake, topped with marshmallow sauce and a whole strawberry.
18. **Coffee Supreme**—Sealtest coffee ice cream, topped with chocolate syrup, whipped cream, maraschino cherry.

19. **Black-and-White Parfait**—whipped cream alternated with Sealtest chocolate ice cream, garnished with maraschino cherry.
20. **Peach Sundae**—peaches on Sealtest vanilla, topped with whipped cream.
21. **Peanut Surprise**—Sealtest vanilla rolled in peanuts with chocolate syrup topping.
22. **Cherry Pineapple Sundae**—crushed cherries and pineapple on Sealtest vanilla, topped with whipped cream and maraschino cherry.
23. **Butterscotch Nut Sundae**—butterscotch sauce and chopped nuts on Sealtest vanilla.
24. **Peach Treat**—Sealtest peach ice cream on cake, with peaches, whipped cream, maraschino cherry.
25. **Hot Fudge Sundae**—hot fudge on Sealtest vanilla, topped with whipped cream.

26. **Banana Split**—banana halves with Sealtest chocolate, vanilla and strawberry, covered with chocolate, cherry and pineapple sauce.
27. **Marshmallow Delight**—marshmallow sauce on Sealtest chocolate ice cream, topped with maraschino cherry.
28. **Chocolate Nut Sundae**—Sealtest vanilla ice cream, chocolate syrup, maple walnut sauce, whipped cream, maraschino cherry.
29. **Fruit Nut Sundae**—cherry syrup on Sealtest vanilla, topped with peaches and chopped nuts.
30. **Black Night Sundae**—Sealtest chocolate ice cream, chocolate sauce, walnuts.
31. **Cherry Ice Cream Cake**—Sealtest vanilla ice cream on cake, topped with cherries and whipped cream.



*Palace Intrigues That
Imperiled an Empire!*

*Debut of a Princess
at the Gala Royal Ball!*

M-G-M, the producers of "Ivanhoe,"
now enrich the screen with the
glorious love-story of the fiery
young beauty who was destined to become
the first Queen Elizabeth!

YOUNG BESS

in Royal Color by **TECHNICOLOR**

*A Woman-in-Love
And Queen-To-Be!*

*Lusty Era of
King Henry VIII!*

STARRING
JEAN SIMMONS • STEWART GRANGER
DEBORAH KERR • CHARLES LAUGHTON

with
KAY WALSH • GUY ROLFE • CECIL KELLAWAY • KATHLEEN BYRON
LEO G. CARROLL Screen Play by **JAN LUSTIG and ARTHUR WIMPERIS** Directed by **GEORGE SIDNEY** Produced by **SIDNEY FRANKLIN**

Based On the Novel by MARGARET IRWIN - An M-G-M Picture

THEATER

THE OLD OO-LA-LA

COLE PORTER'S 'CAN-CAN' IS A DANCING TRIUMPH

In medieval French *caneen* meant rumpus. In 19th Century Paris it was a rowdy dance—as violent as modern jitterbugging—that shook the floors of lower-class dance halls and then became a stylized item in revue and operetta. Now on Broadway *Can-Can* is a musical show with songs by Cole Porter and book by Abe Burrows involving a flock of cuties who kick their frilly skirts high above frilly drawers.

The story of *Can-Can* is not much—a priggish judge wants to suppress the dance, changing his mind when he falls in love with a blond cafe owner.

The music is charming though not memorable. The dancing, however, is exhilarating. Directed by Michael Kidd, it includes two versions of the cancan itself which put new excitement into the old oo-la-la and a delightful ballet about Eve. After an idyllic prologue (p. 60) wherein Eve and the animals scamper innocently about, the serpent slithers into Eden and Eve, danced by Gwen Verdon, who is the best thing in the show, partakes of the forbidden apple. From then on Eve and her companions understand a little more about the interesting facts of life.



PRETTY PROMOTER of the can-can girls is played by French star Lilo.

AFTER BEING TEMPTED TO EAT APPLE BY DAPPER MALE SERPENT, EVE (GWEN VERDON) DISCOVERS SHE ENJOYS PERFORMING SOME VERY WOMANLY WIGGLES



CONTINUED ON NEXT PAGE



The age-old secret of smooth, firm skin! "It is well established that men who sort wools in the grease form . . . develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

In the gentle hands of shepherds they found *the clue to gentler shaving.*

For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. Yet this went against all common sense: *How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?*

And then someone came up with the answer! "A mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin."

Concentrated skin benefits!

Now scientists confirm that discovery and concentrate 25 times as much of this beneficial substance in a new ingredient—LANOTRATE²⁵.

With active LANOTRATE²⁵, found only in the new Williams shaving creams, you:

1. Actually increase water's ability to penetrate and soften stubborn stubble—for closer shaves . . .
2. Protect your skin with a lubricant coating that eases the razor across your face—for faster shaves . . .
3. Leave active LANOTRATE²⁵ on the face—easily absorbed, to condition your skin for shaves to come.

Buy the new Williams Lather, Brushless—or the new Williams Instant Lather in the pressure can. See how your razor glides across your cheek!

Special introductory offer

Buy the new Williams today. If you don't agree that it is what you have wanted for years, mail the partially used container to us and we'll send you your money back, plus postage.

251 skin specialists acclaim use of new LANOTRATE 25*

Registered skin specialists were asked what they thought of the New Williams Shaving Creams. 90% of those replying approved the inclusion of LANOTRATE²⁵. Here are typical replies: (Actual letters.)

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave." . . . M. D., Waterbury, Conn.

"I believe it to be a distinct advantage." . . . M. D., Boston, Mass.

*LANOTRATE 25 is a liquid multiterol extract which is a non-ionic, surface-active agent. The active factors in this product are free sterols and related compounds.



Now—Williams Instant Lather! Billows of rich, real lather from a pressurized can at just the touch of your fingertip. Like Williams Lather and Brushless, Instant Lather brings you the exclusive benefits of skin-soothing LANOTRATE²⁵.

'CAN-CAN' CONTINUED

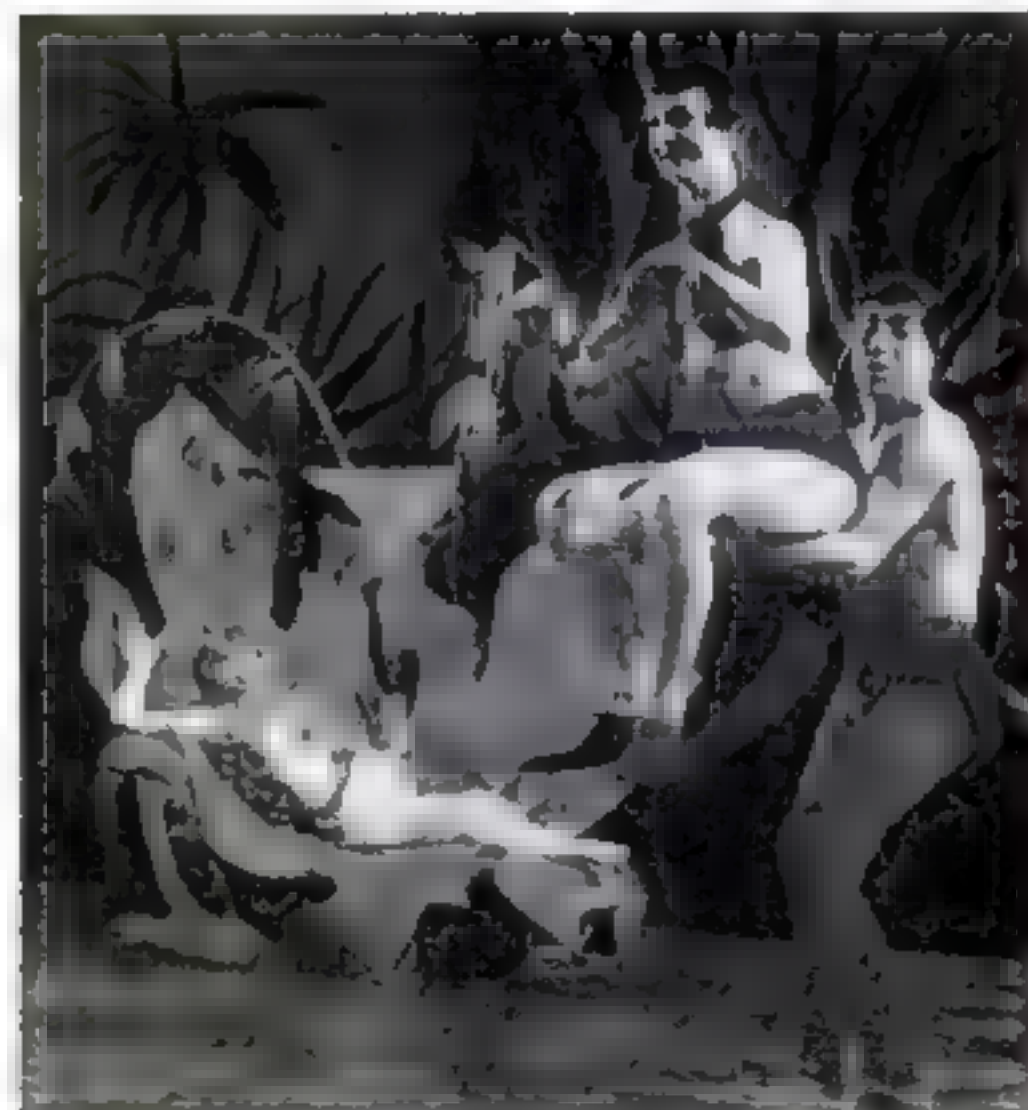
INNOCENT JOYS IN EDEN



WHILE EYE LOOKS ON YOUNG FROGS PLAY LEAP FROG

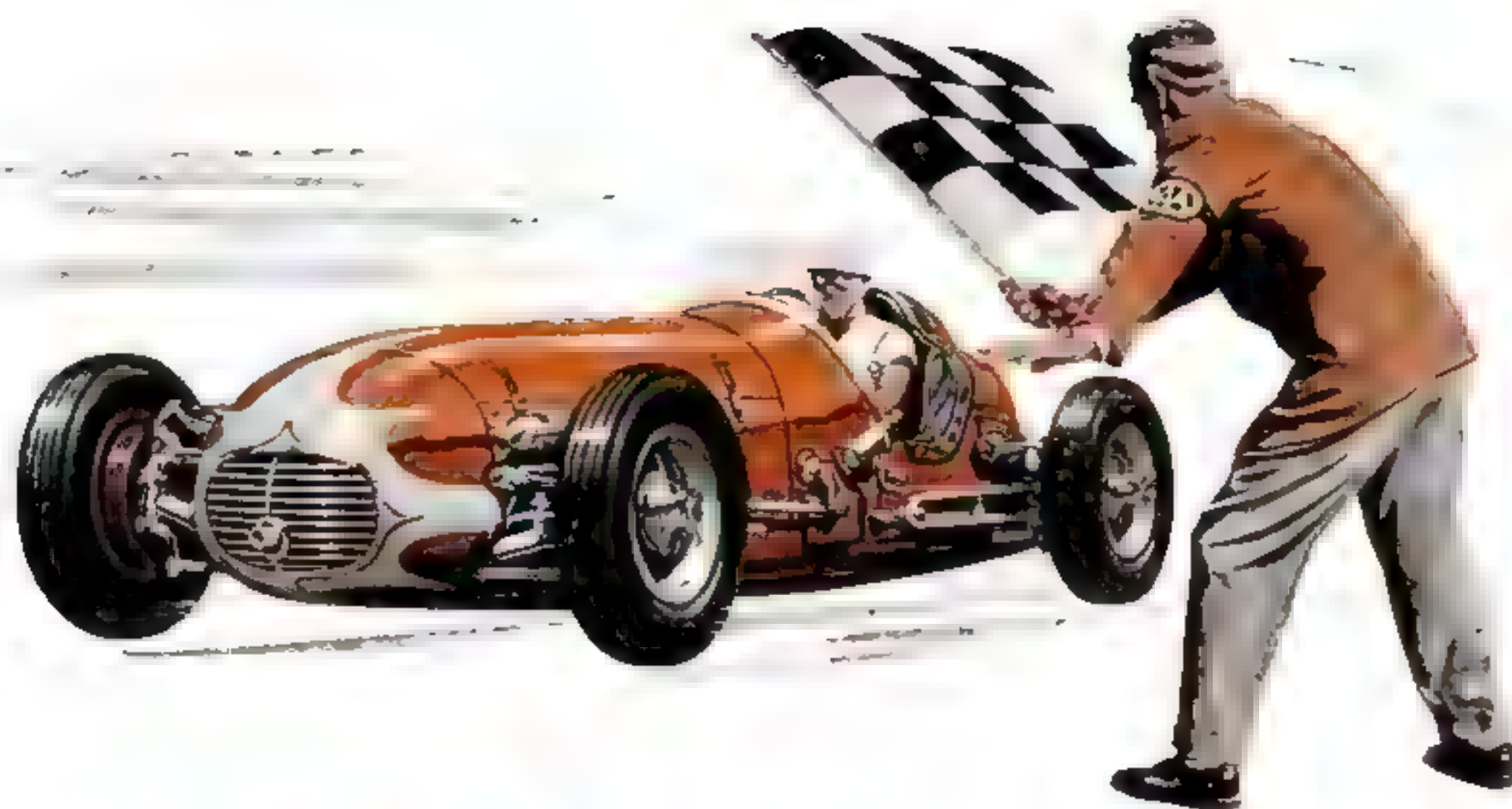


GENTLEMAN AND LADY PENGUIN ARE JUST HAPPY PALS



KANGAROO PAIR ENTERTAIN EYE WITH JOYFUL JUMPS

CONTINUED ON PAGE 12



THE REAL "WINNER" AT INDIANAPOLIS IS YOUR CAR!



... *Because* from this world famous 500-Mile Race have come a great many of the major developments and improvements now used in your car. Advancements in spark plug engineering are a perfect example. Champion-equipped engines have won the vast majority of these races. The knowledge and experience gained in this toughest of all testing grounds is used by our engineers to produce constantly improved, better performing, more dependable Champions for your car. So try a set! You will never again be satisfied with ordinary spark plugs.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Better by Far for **EVERY CAR** Regardless of Make or Year!

SLEEP IN AN ICE CUBE ON HOT NIGHTS



with the new Fedders
Room Air Conditioner!



WHEN hot, muggy weather hits, you can sleep...live...work in cool, mountain-fresh air, with the new Fedders Room

Air Conditioner in your bedroom, living-room or office! Handsome, compact, it cools the air...filters dust, dirt and pollen, helps relieve hay fever...keeps humidity healthfully low. Ventilates, circulates. Exclusive! Fedders amazing Built-In Weather Bureau gives you the weather you want at the flick of a button. The Fedders unit fits on windowsill without alterations, pipes, ducts. Mail coupon for fascinating booklets on health protection, new home comfort!

FEDDERS

A Great Name in Comfort



1/2 ton window model, ideal for bedrooms. Breeze Green or Ivory. From \$229.95 on Easy Terms.

FREE! MAIL COUPON TODAY!

FEDDERS-QUIGAN CORPORATION
Dept. 11, Buffalo 1, New York

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Healthier, Happier Living with a Fedders Room Air Conditioner"
- ☐ "How to Sleep Cool when it's Hot."

Name _____

Address _____

City _____ State _____

'CAN-CAN' CONTINUED



PLAIN CANCAN is done in Montmartre cafe by redheaded Gwen Verdon, who does dance with a chorus of laundresses.

FANCY CANCAN ends show as dancers, led by Lilo (center), perform in court, convince jury that dance is harmless hoopla.



Wherever men know fine whiskey they call for

OLD
Sunny Brook
BRAND

From the bright lights of the big city to the lonesome lights of a faraway ranch house... under crystal chandeliers or by flickering firesides... so many knowing men have enjoyed Old Sunny Brook, it has become the outstanding Kentucky whiskey in the world.

"Cheerful as its Name"

WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY



FROM MIAMI TO LOS ANGELES from Houston to Chicago! In the bright lights of big cities everywhere, there's no brighter name nor more enjoyable whiskey than Old Sunny Brook.

PHOTO—CHICAGO SKYLINE

THE OLD SUNNY BROOK CO., LOUISVILLE, KY.

Copyrighted material

Better than ever in



New Royal Portable is "The Standard Typewriter in Portable Size," with a keyboard the exact duplicate of Royal Standard. Terms as low as \$1.25 a week. Liberal trade-ins. At your Royal Portable dealer now.

NEW

ROYAL PORTABLE

9 different ways!

THE SENSATIONAL NEW ROYAL PORTABLE !

with

"Speed Selector"

*The greatest step forward since
Royal's famous "Magic" Margin.*



"Ten-fingered" Pro "One-fingered" Amateur High School Student
Speed Selector suits typewriter to every family need

1.

Speed Selector, a Royal exclusive! This brand new improvement increases or reduces speed of carriage to your own personal typing habits. It instantly adapts typewriter to the different requirements of the beginner, the expert, the "one-fingered" amateur and the "ten-fingered" pro, the high school student and the adult.

2.

Line Meter, a Royal exclusive! No need to know depth of paper beforehand. Just set sheet as directed, and number of typewritten lines to bottom of page is clearly visible. Invaluable for neat typing of school themes.

3.

Push Button Top, a Royal exclusive! Just press the button and you have easy access to "Touch Control," easy ribbon-changing, type-cleaning, and other interior features. Nothing to lift off, hold up, or pull. Springs do it for you!

4.

Visible Tab Set. Instant, visible, foolproof tab setting. No need to reach in back of machine. No complicated motions to go through. Gives remarkable new speed and ease in figure and form writing.

5.

New Color Combinations. Royal Portable now has new beauty. Comes in gray with green keys and in brown with green keys. Two color combinations for every taste or home color scheme.

6.

New Speed Spacer. Built like space bar on office Royal. Faster, easier to operate. Minimizes rebound and vibration. Another office machine feature!

7.

New Carriage Controls. Bakelite knobs for easier operation and faster lever identification. Carriage release levers newly positioned for faster operation.

8.

Greater Paper Capacity. Now, at last, you have a portable typewriter into which you can insert large envelopes with speed and convenience. Another office machine feature!

9.

Fiberglass-plastic Carrying Case, the smartest looking case on the market today! Virtually indestructible, too. Yet ounce for ounce the lightest case any portable has ever had.

plus

"Magic" Margin, a famous Royal exclusive. You don't set margin stops by hand. Just position the carriage, flick "Magic" Margin levers, left and right, and margins are set!

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Ltd.

does more for you...does it better!

CROSLEY SHELVADOR®

DOUBLES YOUR "FRONT-ROW" SPACE!

AND NO OTHER REFRIGERATOR MANUFACTURER CAN MAKE THIS CLAIM!

MORE FOOD AT YOUR FINGER TIPS

Just look at all the food that goes into that roomy Crosley door—it even holds square quart milk bottles! Yes, Crosley actually doubles your "front-row" space . . . puts more food where you want it—in front, in sight, in reach! And what's more, you can have the marvelous convenience of a big full-width frozen-food locker . . . an adjustable ButterSafe . . . and "SOFT-GLO" Interior Styling. So set your heart on a Crosley Shelvador Refrigerator! Crosley Division, AVCO Manufacturing Corp., Cincinnati 25, Ohio.

ONLY CROSLEY GIVES YOU SHELVADOR



YOU'LL NEVER DEFROST AGAIN!

Completely Automatic Defrosting is yours on model CAE-11 illustrated. Nothing to turn on, nothing to turn off, nothing to empty! Defrosts automatically from every freezing surface each night while you sleep—so fast, even ice cream stays hard!



*A Care-Free Kitchen
is the Heart of Your
Home... So Set
Your Heart
on a
Crosley*

"Hello, I'm Margaret Lindsay
... see me demonstrate this
beautiful Shelvador and other
wonderful Crosley products
on Crosley's Television Show,
'What's My Name?'. See your
paper for time and station."

CROSLEY

BETTER PRODUCTS FOR HAPPIER LIVING

Shelvador® Refrigerators... Shelvador® Freezers... Electric Ranges... Room Air Conditioners... Sinks and Food
Waste Disposers... Electric Water Heaters... Steel Kitchen Cabinets... Automatic Dishwashers... Radios... Television



VETERINARIAN EXAMINING EVE SAYS PUPS SHOULD BE BORN WITHIN WEEK

Eve Has a

Litter of Spring Pups

A FAMILY AND PET COLLIE SHARE THE TRIALS OF MOTHERHOOD

PHOTOGRAPHED FOR LIFE BY ESTHER BURLEY

Eve, a 4-year-old collie bitch who belongs to the Lawrence Goldings of Rye, N.Y., demands—and gets—a generous share of the family's attention and affection, especially from 6-year-old Marion and 8-year-old Jay. This spring, when it was discovered that Eve was expecting a litter, the household was thrown into a fit of excitement and apprehension. No one knew who the father was or when the puppies might be born. He could have been a boxer living

down the road, or Jimmy, another collie the Goldings own. Everyone hoped it was Jimmy.

Although Eve had had puppies before, she turned out to be very temperamental this time and started false alarm after false alarm by scratching the carpet and barking. At last, at 11 p.m. on a Friday, when Eve seemed more nervous than ever, she was hustled down to the basement, which had been prepared as a delivery room (*below*) for the big event.

IT IS 6 A.M. SATURDAY AND PUPPIES STILL HAVEN'T ARRIVED, AS EVE LOOKS AT MARION AND JAY WHO HAVE SPENT NIGHT ON BASEMENT COUCH BESIDE HER





LITTER OF PUPS CONTINUED



← **FIRST PUPPY** arrives at 7 a.m., an hour after bottom photo on previous page was made. It is lap-pily a full color. Mr. Goring, who came out in time, holds pup so Eve can bite off an umbilical cord.

BIT OF IODINE is dabbed on umbilical cord of puppy to prevent infection. Eve produced new pup every four or so. Seemingly shy, she had back delivery until she thought nobody was watching.





FIRST BATH is given pups by Eve. This is 9:30 a.m., after two pups have been born, and she is still in labor on her pallet of papers. Every few minutes the Golding children would pat her encouragingly.



PUT TO NURSE, pup gets help from Mr. Golding in recognizing where to get meals. As each pup was

born, Mr. Golding massaged it to make sure it was breathing and held it under the heat lamp at right.



← **"MY NICE PUPPY,"** squeals Marion at baby that almost suffocated when Eve delayed in breaking birth sac. Although brother was also in on delivery, Marion insisted all puppies belonged to her

HUNGRY LITTER of six pups—five males and one female—busily nurses as Eve rests from her labor. The last of her eight pups was delivered at 5 in the afternoon. Two of them were born dead.

LITTER OF PUPS CONTINUED



15 DAYS OLD, the puppies are already getting their milk. Two weeks later, the pups are expected to be able to eat solid food.

← ODD CHARACTER The puppies are expected to be able to eat solid food.



HANDSOME FATHER, the puppies are already getting their milk. Two weeks later, the pups are expected to be able to eat solid food.

UNHAPPY MARRON goes for a run and a quick pick-up. You can see the dog's head in the background. But Mr. Golding, over the



Now...for the First time, a Home Permanent brings you

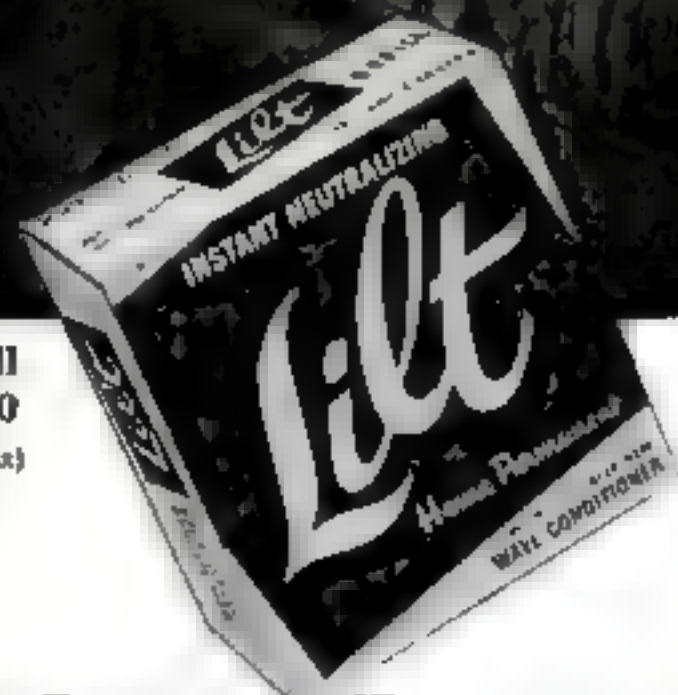
"Instant
Neutralizing!"

Amazing
New Neutralizer
acts Instantly!

No waiting!
No clock watching!



Refill
\$1.50
(plus tax)



And New Lilt with exclusive Wave Conditioner gives you a wave
far softer... far more natural than any other home permanent!

NOW...Better than ever! An entirely different

BRAND NEW

Lilt

Only Lilt's new "Instant Neutralizing" gives you all
these important advantages:

A new formula makes the neutralizer act instantly!
A new method makes neutralizing much easier, faster.
A wonderful wave conditioner beautifies your hair...
makes it softer, more glamorous!

Beauty experts say you can actually *feel the difference!*

Yes, you can feel the extra softness, in hair that's
neutralized this wonderful new Lilt way!

No test curls needed, either! Yet new Lilt gives the
loveliest, most natural, easiest-to-manage wave... even
on the very first day. The best, long-lasting wave too!

Everything you've been wanting in ease and speed...
plus extra glamour for your hair!

HERE'S PROCTER & GAMBLE'S GUARANTEE —→

©1953, The Procter & Gamble Co.

Your money back, if you do not agree that
this brand new Lilt is the fastest and
best Home Permanent you've ever used!

JOSHUA FIT DE BATTLE OB VIDEO

Stage director Logan jumps in
to help make own story a hit

Whatever he does, Broadway's top director-producer, Joshua Logan, tackles it like a general marching into battle. Two weeks ago Logan found himself enshrined in one of the lively video biographies which Ed Sullivan puts on every few weeks in *Toast of the Town* (Sunday 8 p.m. EST, CBS-TV). The 60-minute *Josh Logan Story* included excerpts from half a dozen Logan hits, three of which are now on Broadway (*South Pacific*, *Wish You Were Here*, *Picnic*), and Logan himself took part in the show to sketch in details of his career.

The show went on at 8 Sunday evening, and Logan turned up at 2 for final rehearsals. With the TV director's okay he improved the lighting in one scene, got a better balance of voices in a male chorus, helped Janet Blair put more emotion into a *South Pacific* song, did an intensive coaching job on an episode from *Mister Roberts* (next page), fretted about his make-up and cheerfully cut some of his own lines when the program ran too long. After bucking up everybody else, Logan turned out to be a little nervous in his own scenes. Only at the end did he speak forth calmly when, in a fund-raising speech for Mental Health Week, he told how he himself had been cured after three months in a mental hospital in 1941, and gave strong words of encouragement to other people who might have similar problems.

IN PENSIVE MOOD Logan points his hands prayerfully as he rehearses just before going on air.





The right place to
lie down on the job



Even the "boss" realizes you're *on the job* here. For when you Go Pullman, he knows you'll get a good night's rest. And that you'll arrive clear-eyed and wide-awake. *On time*, too, thanks to those dependable train schedules. Next time you go...

Take it easy

Go PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

COPYRIGHT 1965, THE PULLMAN COMPANY

Joshua Fit de Battle CONTINUED

NEW BIT FOR 'MISTER ROBERTS'

After writing *Mister Roberts* in 1947, Logan and the late Thomas Heggen had to cut a 10-minute scene because the play ran too long. For the TV show the scene was resurrected, and Logan stepped in to add his touches. The episode is acted by two officers (Gary Merrill and Ralph Meeker), who bicker with each other because of the terrible tedium of cruising for months on a cargo ship outside the battle zone.



LOGAN'S FISTS TELL MERRILL (LEFT) AND MEEKER OF TENSION ON SHIP



LOGAN EGGS MERRILL ON TO BLOW HIS TOP, SHOW HATE FOR MEEKER



ACTING OUT MERRILL'S PART, LOGAN DISPLAYS SMOLDERING ANGER



LOGAN'S VIVID DICE SHAKING MAKES MEEKER BURST INTO LAUGHTER

[CONTINUED ON PAGE 17](#)



Jell-O Pudding and Pie Filling

PERFECT PIES IN HALF THE TIME!

1. Takes just about 5 minutes from package to pie shell!
2. World-famous Walter Baker chocolate flavor... for mere pennies!
3. DOUBLE-FEATURE WONDERS! Every package makes the best pie filling or pudding ever! Keep all 5 flavors handy.



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

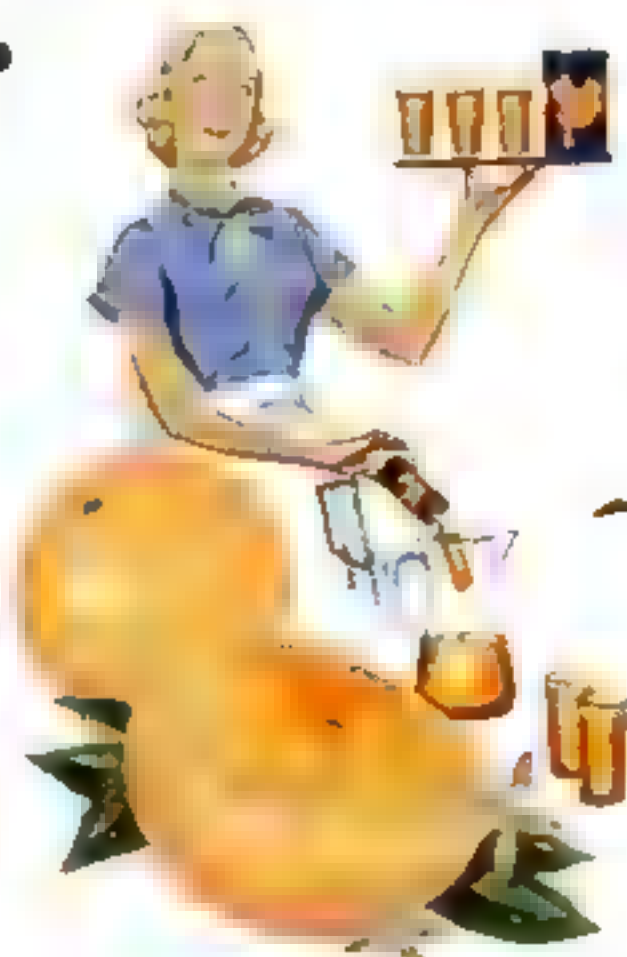


For the Vitamin C you need every day!

...one vitamin your body can't store up

The higher the sun goes, the better that big frosty glass of Florida orange juice tastes! It *really* cools you—*scientists say it actually lowers your body temperature.* And a full big glass gives you the vitamin C you need for pep and energy—the “C” you need *every day* because your body can't store it up.

So isn't it lucky that Florida stores its “C”-rich orange juice in cans, all squeezed for you! Keep some icy cold in your refrigerator.



Florida Canned

Ready to serve at a moment's notice. Natural full strength with vitamin and nutritional values. You'll enjoy blended Florida Orange-Grapefruit juice in cans, too.

Florida Fresh-Frozen Concentrate

Tree-fresh flavor with vitamin and nutritional values—in new handy form. Pure juice. *No sugar added.* Keep in freezing compartment. To serve, add three parts water, shake or stir, pour full big glass.

Florida Oranges
Florida Citrus Commission, Lakeland, Florida



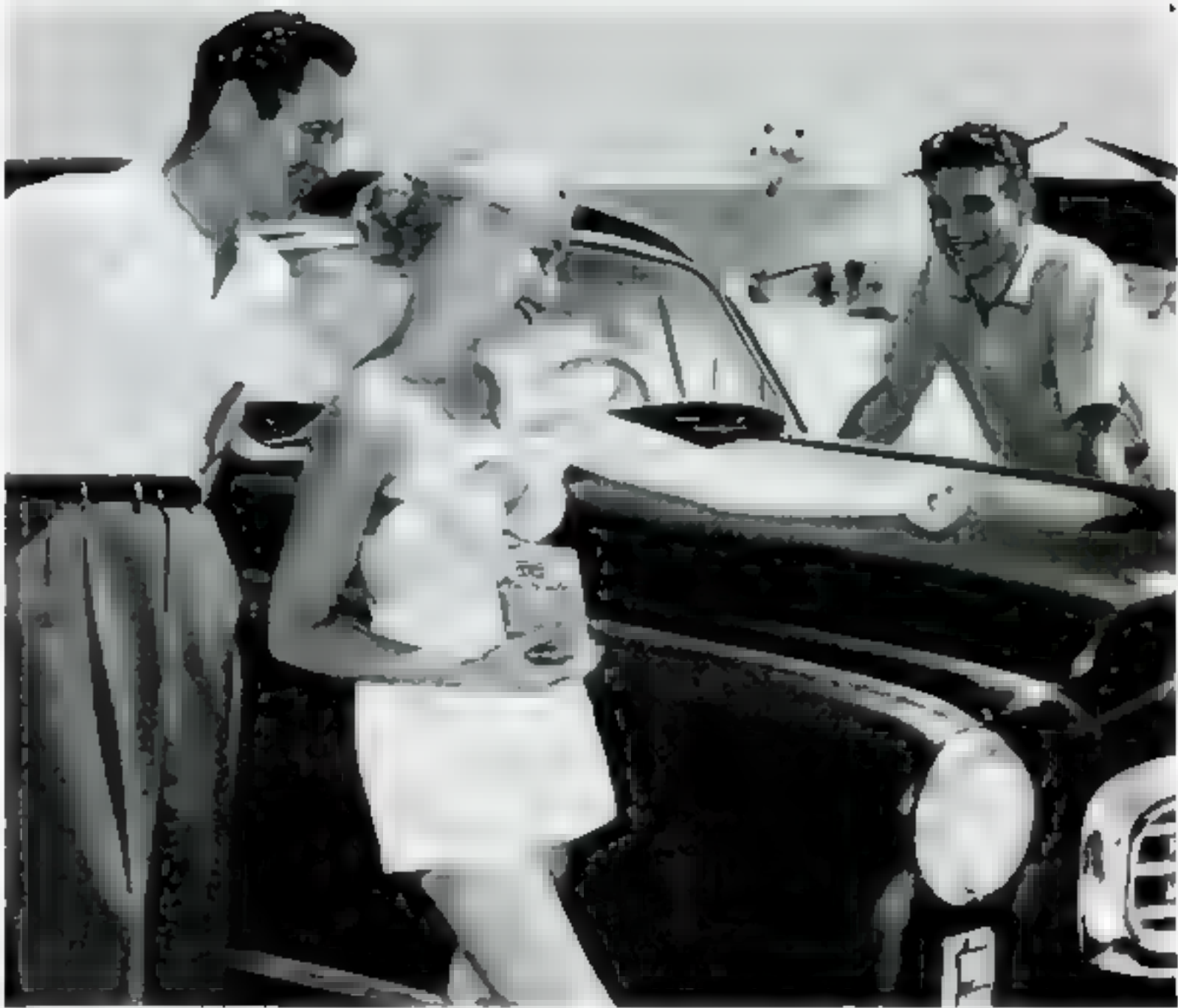
EARNEST LOGAN goes over lines as Juanita Hall (center) and two players from Logan shows now on Broadway do *Happy Talk* song from *South Pacific*.



JOVIAL LOGAN hugs Janice Rule as she comes on to do bit from Pulitzer prizewinning play, *Picnic*, which was co-produced and directed by Logan.



DELIGHTED LOGAN with wife hears Jimmy Stewart sing song written in 1930 by Logan for Triangle Club show when he and Jimmy were at Princeton.



Photographer's Model turns grime-covered car into glistening beauty in 37 minutes at cost of only 46 cents

NEW LIQUID PLASTIC CAR POLISH — I. C. U. PLASTICOTE ASTOUNDS CAR SPECIALISTS. I. C. U. PLASTICOTE with Kelvex is a liquid plastic, not a wax—can be applied in bright sunshine. Smooth, glass-like surface, resists dust and grime. Makes polish last longer.



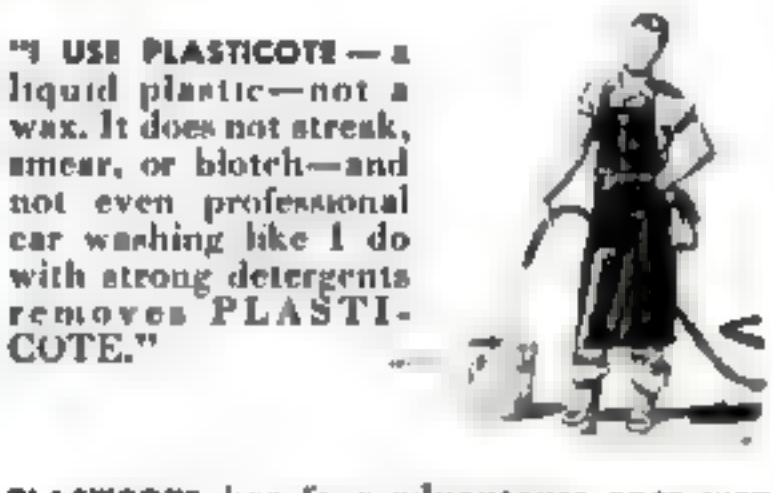
1. "NO WASHING!"—she emphasizes as she rubs PLASTICOTE on easily and quickly. It removes dirt and oxidation, then deposits a long-lasting high gloss, plastic finish.



2. TIME-JUDGE ANNOUNCES: "That took you just 16 minutes!" as model smiles and accents the fact that there was no hard rubbing or great effort involved.



3. "FINISHED IN 37 MINUTES" announces the Judge. Model points out that she used just about 1/4 of a can of PLASTICOTE. Note: Checking disclosed she used exactly 46 cents worth of this liquid plastic polish.



"I USE PLASTICOTE — a liquid plastic—not a wax. It does not streak, smear, or blotch—and not even professional car washing like I do with strong detergents removes PLASTICOTE."

PLASTICOTE has four advantages over wax polishes—One, you don't need shade—Two, you don't have to wash your car—Three, you don't have to rub hard—Four, it lasts longer. I.C.U. PLASTICOTE cleans, coats, polishes, and protects in one easy operation.

BRING BACK THAT NEW CAR LOOK! GET I.C.U. PLASTICOTE WITH KELVEX—the new liquid plastic car polish—at your favorite filling station, auto supply store, or car dealer.



Only \$1.25. The original plastic auto polish in the red and white can. A year's supply!

THE LIVINGSTON COMPANY—I.C.U. PRODUCTS
150 Amity Road, New Haven 15, Conn.

☐ SEND ME FREE LITERATURE ON THE NEW I.C.U. PLASTICOTE.

NAME.....

ADDRESS.....

CITY.....ZONE....STATE.....

Manufactured and distributed in Canada by Ewart-Harris Company, Verdun, P. Q.

IN SOME WESTERN STATES, THIS PRODUCT IS SOLD AS I. C. U. AUTO POLISH



GRUENTHER AS WEST POINT PLEBE

THE THINKING MACHINE WHO BOSSES NATO

After serving as chief of staff to four other U.S. generals, Al Gruenther gets

ONE afternoon in May of 1918 a West Point cadet named Alfred Maximilian Gruenther found himself in a peculiarly complex situation. He was at the bottom of the Hudson River unable to swim, unable to breathe and with no firmer grasp on existence than that he was able to maintain on a steel cable attached to two objects the movements of which he could not predict.

His dilemma had come about in the following way. With two other cadets he had taken a canoe and gone out on the river. A tug had come along heading upstream with a barge in tow; and the three boys, full of new-found knowledge of physics, had decided to swing in behind it and let the water currents pull them forward and give them a free ride. But the towline brushed against their craft and tipped it over, spilling them all. Gruenther managed to grab the towline. The captain stopped his engines as soon as he saw the accident and the line slackened and sank, with Gruenther still clinging to it.

He spent what seemed to him to be a very long time at the bottom of the river. It is generally believed that in such circumstances one's whole life flashes through one's mind. But Gruenther wasted no time in such profitless reverie. Instead he was energetically studying the probabilities of the situation, which he rapidly figured to be as follows:

1. There was little point in trying to rise to the surface since: a) he would almost certainly sink again before anyone could reach him; b) he might well be overrun by the barge, which surely would finish him; c) he might come up beneath it and hit his head, or d) if the tug reversed engines he might be mangled by the propellers.

2. If he hung on to the towline he would be brought up sooner or later, when the tug started again: a) he might be dead, but at any rate his body would be given decent burial instead of drifting in the river; b) he might be merely unconscious and could be revived by artificial respiration; c) if the captain, a crewman, or either of his two friends had seen him go down with the line and if logic prevailed on the surface as it did at the river bottom, the tug would pull forward, stretching the line taut, and bring him up while still conscious.

The advantage clearly lay in staying where he was, which Gruenther did. As it happened,

Point 2c thereupon became operative. The captain guessed correctly and moved forward, and Gruenther came up gasping and bubbling but alive. He was hauled aboard, dried out and, after a lecture from the captain, loaded into the canoe with his friends and sent back in the direction of West Point.

Thus he was saved for a higher destiny, which now involves him in organizing the defenses of Western Europe as the new Supreme Commander of the Allied Powers, in the past has placed him in some of the most important jobs in the U.S. defense establishment, and in the future will very likely make him chief of staff of the U.S. Army. His career, a model of its kind, has been the result principally of three main factors. All were present and operating in the Hudson, as they have been ever since. They are:

1. Ability to assemble data under adverse circumstances and to analyze them calmly and correctly. 2. Good luck. 3. Ability to profit from experience. (Gruenther soon afterward learned to swim.)

The precision of Gruenther's mind is famous in the Army, where he is known as a sort of human IBM machine, an automaton who effortlessly digests masses of complex facts and unfalteringly produces the correct answer. As nearly as it is possible to do so, he leaves nothing to chance. Yet Gruenther believes in luck, and experience has shown him that good luck at first may look like something quite the opposite. The interplay of luck with the two other foregoing elements, with the customary happy result for Gruenther, can be seen in how he happened to learn to play bridge, an event of more importance than one might suppose.

The benefits of bridge

IN 1920, soon after graduating from West Point, 2nd Lieutenant Gruenther was assigned to Fort Knox, Ky. and made an instructor at the post's school. He taught military history, courtesy, hygiene, bookkeeping, law and mess management. His pupils included veterans of 20-odd years' experience in the Army, and Gruenther was hard pressed to keep ahead of them at all, let alone to maintain any illusion of scholarship. Thus beset and buried in work, he was scornful of the many young officers who

spent night after night at the officers' club playing bridge.

One night he was invited for the first time to dinner at the home of his superior officer, a Major W. R. Gruber. There were 12 in the party, which promised, Gruenther supposed, an evening of discussion in which he could imagine himself making a fine impression. He was horrified when three card tables were produced after dinner and Major Gruber remarked to him, "You play bridge, of course?" When Gruenther admitted that he didn't know the game, the major gave him a look of incredulity and then drew him aside and gave him a quick summary of the rules. It was a rotating game, so that he had to play at all three tables during the evening, miserably enduring each time the malevolent glares of a new partner.

Then and there he resolved to add bridge to his other miscellaneous subjects, even if it meant slighting his researches into military courtesy. He bought a rulebook and studied it hard. He began to play at the club. Soon he was winning post tournaments. By the time he was assigned to West Point, a few years later, he was good enough to play in and referee the big tournaments in New York City. He refereed the Lenz-Culbertson matches. He wrote a rulebook which for years remained the standard text on bridge tournaments. He became not only the best bridge player in the Army but one of the best in the world. Meantime he had the pleasure of again playing with Major Gruber, to whom he owed all this, and sending him down by a whacking score.

As a result Gruenther was well known as a bridge expert long before he had made any name for himself as an officer. However, he was dedicated to the Army in the literal sense of the word and was learning his profession with a good deal more energy than he had applied to learning cards. His special talent was for staff work. When finally in 1942 the War Department had to put armies into the field quickly and needed staff men to organize them, Gruenther was ready for an important job. Since then he has been so often a chief of staff or a deputy chief that he has become almost an archetype or living symbol of staff leadership. In fact, his appointment two weeks ago as Supreme Commander in Europe is only the second time in

CLOSE-UP

by ROBERT COUGHLAN

a command of his own

his whole career that he has been called upon to function as a commander—his lone previous experience having been as captain of an artillery battalion at Fort Sam Houston before the war. To properly understand and evaluate Gruenther's qualities, therefore, it is necessary to clarify the distinction between "command" and "staff."

Whatever the size or nature of the military unit, the commander is the boss, the man who takes the ultimate responsibility and consequently takes the public credit or blame. But in large units his job would be impossible without a staff to supply him with information about his own and the enemy's situations, to analyze this information and suggest courses of action, to relay his commands and see to it that they are carried out, and to supervise the supply, food, medical, sanitary, personnel, payroll, mail and all the other necessary paraphernalia that enable the unit to maintain itself as an effective force. All this is directed by the chief of staff, who is thus a sort of executive vice president in charge of everything and who, although subject in all instances to the final authority of the commander, in fact runs the unit.

The busy vs. the lazy

THE personal qualities needed for command work obviously differ somewhat from those needed for staff work. A great commander, such as Eisenhower, can be (and was) a good staff officer, and a great chief of staff can be a good commander; but men tend to be predominately fitted for one or the other. General Kurt von Hammerstein-Equord, head of the German army from 1930 to 1933, defined the difference this way: "Officers who are clever and industrious I appoint to the General Staff . . . the man who is clever and lazy qualifies for the highest leadership posts [Command]. He has the requisite nerves and the mental clarity for difficult decisions."

By this definition Gruenther automatically was destined for staff, for he is incredibly industrious. He works at least 10 hours a day and usually several hours in the evenings, and probably in the psychological sense never stops working except to sleep. As one of his fellow officers commented when asked if Gruenther was playing much tennis these



AS SUPREME COMMANDER for Allied Powers in Europe, General Gruenther wears ribbons

and his smile. Ribbons were won by brilliant staff work—smile is partial legacy from his editor father.

CONTINUED ON NEXT PAGE

THE IDEAL CHIEF OF STAFF AND HIS FOUR COMMANDERS



RISE OF GRUENTHER began in 1941 when he became chief of staff of Third Army. In 1942 Lieut. General Walter Krueger pinned on his first star (left). In 1943, as Fifth Army chief of staff, he attended Christmas Eve Mass with General



Mark Clark near Naples. Back in Europe in 1951, he counseled Eisenhower at NATO. On May 13 he appeared with General Matt Ridgway at a SHAPE press conference called after Gruenther's appointment as SACEUR was announced.



GRUENTHER CONTINUED

days, "General Gruenther doesn't play." And as he himself says, "I play serious bridge."

But since clever, industrious officers have been known to end up commanding ordnance depots, Hammerstein-Equord's maxim evidently is incomplete. An American view of what makes a staff officer was written in 1917 by Major General Tasker H. Bliss when he was chief of staff of the Army: "Untiring industry, helpfulness, self-sacrifice and self-effacement are the foundation stones of efficient staff service. Tact, good temper, forbearance, alertness, willingness to accept responsibility, reserve, good judgment, and straight thinking, not to mention personal valor, would be the conspicuous characteristics of the perfect staff officer."

No one who has worked with Gruenther questions his alertness, willingness to accept responsibility, reserve, good judgment, and straight thinking, not to mention personal valor. And ordinarily he shines in the other qualities as well. He is tactful: for instance, at SHAPE no one is ill, no one has a baby, no one is promoted and, it often seems, not a sparrow falls from the sky without a note of congratulation or sympathy in Gruenther's own hand. He is good tempered: he manages to smile even when he loses a bridge game, although he is inwardly curdled. He is forbearing: he can spend eight hours testifying before a congressional committee and emerge with his faith in the democratic process unshaken. But under certain circumstances tact, temper and forbearance all vanish. Sloppy or incomplete work arouse in Gruenther a cold but deep anger. There is fine sandpaper in his voice as he says, "Well, professor, why don't you know?" or "Why didn't you do it?" and proceeds inexorably to find out why. A former secretary says, "He makes you feel like a crumb." Yet it is difficult to stay hurt or angry, for when not disturbed Gruenther is a kindly man, "a good boss," one of his aides says, "because he's so good about the little things that make the big difference."

But in these days, when the military forces take almost two thirds of the national budget, it is no longer enough for the military leader to be, as a high British general describes Gruenther, "a terrific professional, an absolute master of his particular art"; it is necessary also to be a great salesman, to convince, cajole, amuse and threaten Congress and the public into doing what they should do and have already agreed to do. Gruenther is a master at this. He is a good public speaker too, with a talent for making the complexities of defense simple and interesting. As a final measure of his talent at public relations Gruenther is greatly admired and personally liked by the press corps, and when the men who cover the Pentagon and SHAPE cannot find something ill to say of a military man—any military man—it is a long day indeed.

Considering all this, one is forced almost to believe in the doctrine of the perfectibility of man, or at least of man-as-Army-officer. It is plain at any rate that the U.S. in the years ahead could very well use more soldiers like Gruenther, and it is in the national interest to inquire into his origins, in the hope that there may be more where he came from.

The east central part of Nebraska, in which Gruenther's home town of Platte Center is situated, was first settled largely by Irish immigrants. Gruenther's mother was Mary Shea, a country schoolmarm, the daughter of local farmers. After the Irish, the Germans—mostly from the southern, Catholic sections—arrived in great numbers and among them were Gruenther's paternal grandparents. Thus Alfred was a typical product of this particular corner of the Middle West: German and Irish, a descendant of farmers, a Catholic.

Today Platte Center has a population of about 500, with several

dozen pleasant-looking clapboard houses set in big, leafy yards along dirt streets. Except that it has lost about 10% of its population, it is very much the same as when Alfred Gruenther was born there on March 3, 1899, in a small white clapboard house with gingerbread trim, set far back on a big lawn.

In this village, entertainment was not something that happened but that had to be planned, and young Alfred's bent toward organization had a chance to develop early. The neighborhood baseball games took place in his yard, with Alfred playing all positions indiscriminately. In the classroom at St. Joseph's School his favorite sport was to put a pin in the toe of his shoe and prick the bottom of the pupil in the desk ahead of him, looking up with bland surprise when the victim yelped. He was alert, mischievous and dissembling, and on top of it got reasonably good grades in school without seeming to do much work. So he acquired the nickname "Simp," for Sumpleton, because his schooldays' friend, Harold ("Stump") Gleason, recalls, "He was so outlandishly clever."

But there were few pranks at home. Mary Shea Gruenther, who is in her late 70s now, still full of energy and country sense, says of her household, "We belonged to the old school. By the time you got your chores done and ate your supper, it was time to march off to bed. In our house there was a boss, and that was Mr. Gruenther. I like to think I added something, but I don't want to take anything away from Mr. Gruenther. Alfred got everything from his father."

By every account Christopher Gruenther was an extraordinarily able and virtuous man. He had learned hard work and self-reliance when his mother died and his father went to Oregon, leaving him with relatives. He made his living as a farmhand and put himself through a year of college. Afterward, with more hard work and frugality, he saved enough to start a weekly newspaper, the *Platte Center Signal* (circulation 300). He was a tall, good-looking man, full of energy and good humor, and in that time and in that part of the country it was inevitable that he go into politics. He became clerk of the district court, managed two successful campaigns for U.S. Senator Gilbert Hitchcock and was state manager during two of William Jennings Bryan's presidential campaigns. However, politics was neither a vocation, except incidentally, nor an avocation with him. He was an old-fashioned patriot, who approached his political tasks with strong convictions and a sense of moral obligation; and he took his parental responsibilities with equal seriousness. He was an affectionate father and entered into the front yard ball games with enthusiasm. But he was also a strong disciplinarian who expected exact obedience and refused to allow his children to give anything less than their best, and who punished laziness and bad behavior with righteous wrath.

Checkers is a serious game

ALFRED was the oldest. Homer, Lester (who died at 11), Leona, Louis and Veronica arrived in descending order. Chris seemed to concentrate his particular attention on Alfred. He supervised his schoolwork, paid him a bonus for good marks, talked to him about the value of knowledge, drilled him in "knowing the problem," taught him checkers, not as a game but because it was "good mental exercise." And in Alfred he had an amenable subject. The boy "took after" Chris physically (except in height—he is 5 feet 7 inches) and mentally: as Mary Gruenther says, "His ideas conformed to his father's." One year Chris took him and his cousin Felix Bruckner on a trip to Chicago and offered a prize of \$15 to the boy who kept the best diary about it. Bruckner recalls, "Al would stay up till 2 or 3 in the morning cooking up his stuff. I never bothered. I went to sleep."

CONTINUED ON PAGE 11



The biggest news at the beach: Color-locked CHROMSPUN

Big news and good news! Now at last you can have bathing suits that you will love in September as much as you do in May. For Chromspun is Tennessee Eastman's answer to colors that fade. It gives you a combination of color-fastness qualities never before achieved by any other fiber, natural or man-made.

Today, because of this amazing new fiber, with the color locked in, you have swimwear that not only with-

stands sun* and salt water, chlorinated pools, mildew, moths, but is also fast to atmospheric fumes, crocking and stain from perspiration. Because Chromspun belongs to the Eastman acetate family it dries in minutes and always feels smooth and luxurious.

Yes, Chromspun is good news and it is not confined to the beach. It means a better investment in fabrics that look and feel luxurious for many items

in your every day living. You'll find Chromspun in dresses, suits, blouses, separates, at-home clothes, sportswear, neckties, raincoats and umbrellas. For your home: curtains, draperies, bedspreads, lampshades and other home furnishings. Look for Chromspun and ask for it in your favorite store. It's a name to remember for advantages you won't forget.

TENNESSEE EASTMAN COMPANY, 260 MADISON AVENUE, N. Y.

CHROMSPUN IS THE COLOR-LOCKED

Eastman ACETATE FIBER

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

TENNESSEE EASTMAN COMPANY, division of EASTMAN KODAK COMPANY



He wrote the story of two hundred yards

WHEN Ernie Pyle went overseas to write about the war, many people had never heard his name. But a few years later, when he died of a sniper's bullet on Ie Shima, several million people felt like crying.

This is how it happened that a skinny, middle-aged man with a portable typewriter became the brother of all of us.

Ernie wasn't like other war reporters. He ignored the generals, the grand strategy, the big picture, the pins on the map. To the ordinary guy, Ernie once said, war is hardly ever bigger than a hundred yards on each side of him. So Ernie lived in that two-hundred-yard world, eating its tasteless food, talking its language, sleeping its uneasy sleep.

He never tried to be a hero. Much of the time he was scared, just like the men who had to be there. Like them, he was often hungry, always tired, and usually worried about something back home. He never tried to tell himself, or us, that war was fascinating. He found it lonely and dirty and boring and terrible. But he stayed up front because somebody had to write about the men who had to be there—the real story of two hundred yards.

If you had a son or husband in that two hundred yards, Ernie's piece was the first thing you read in the paper. Other writers told you what was happening to the pins on the map. Ernie told you what was happening inside the heart and belly and wet shoes of your own soldier. He wrote you the letter your man would have written if he'd had the time. And often in Ernie's stuff there'd be a phrase that would light up the whole war for you, like this: "You feel small in the presence of the dead men, and ashamed at being alive . . ."

When Ernie came home for a little rest, he found himself rich and famous. Movie stars kissed him, and generals asked for his autograph. It didn't feel natural to Ernie. He went back to the unknown men he felt at home with, back to the two hundred yards. And there the bullet got him.

So Ernie's gone now, and we miss him. But his books will be there, fresh as ever, any time we need to be reminded that the great American story is the story of the ordinary guy.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

By the time Alfred was 13 and ready for high school, Chris had become clerk of the district court at Columbus and was also a leading land auctioneer. Mary Gruenther was in charge at the *Signal*. With their combined income Alfred's parents were able to send him to boarding school, and as Chris already had formed the idea that he should eventually go to West Point the school he chose was St. Thomas Military Academy, a Catholic prep school at St. Paul.

Gruenther today recalls that he felt no special enthusiasm about this, and his first years at St. Thomas did little to attract him to military life. In fact, one summer when Chris was away and the editorial column had to be filled, he composed a high-minded indictment of the Army, including one fine sentence he still remembers: "In war and war alone lies the glory of the military profession." Chris was so angry when he returned and read the paper that Alfred felt he should give the whole matter very serious thought; and in re-examining his ideas he decided that he had been wrong. His first serious ambition had been to become a priest. Then he had wanted to be a doctor and had arranged his subjects at the school with that end. Now, when he was 15, he decided that he wanted to go into the Army.

Chris's surveillance followed all through St. Thomas. He urged the instructors to report to him on any deficiencies in his son, and if he found any mistakes in spelling, punctuation or grammar in Alfred's letters home, he would circle them in red and send the letter back. Alfred was not then particularly ambitious. But "to fail would have been to grieve my father," he has said. "He was so pleased when I did well, and he took it so hard when I didn't." So he took a memory course—the beginnings of that minute memory that is so impressive to his colleagues now. But his grades still were not brilliant, and Chris, taking no chances, sent him to the Army and Navy Preparatory School in Washington to prepare him for the West Point examinations. When the time came, and Senator Hitchcock made him an appointee, he passed the examinations handily. Classmates at West Point remember him as a grind, and one of them has said, "He was a little mousy. You wouldn't have said he had capacity for leadership or that he could impose his personality on others." He graduated fourth in his class, on Nov. 1, 1918, 10 days before the Armistice. In 1920 he found himself at Fort Knox.

'A damn good teacher'

HERE he met and fell in love with Grace Crum, a Jeffersonville, Ind. girl who was working at Knox as a secretary and sometime hostess at the officers' club. His mother remembers, "His father worried a good deal about it, but then he thought, 'If he's in love and wants to marry, it will be on his mind and harm him in his work, so maybe it will be better if he goes ahead and marries.' So Mr. Gruenther wrote and gave him his permission."

Less than a year later Chris Gruenther was fatally injured in an automobile accident. His oldest daughter, Leona, remembers, "Al got there before Daddy died. He took charge of everything, made all the arrangements with that complete efficiency. And then, when it was all over, he broke down and cried like his heart would break. In a way it was worse for him than for any of us."

Soon afterward Alfred and Grace and their baby son Donald left for the Philippines (a second son, Richard, was born there). In 1927 he returned to West Point as an instructor in chemistry and electricity and stayed for five years, until 1932. They were important years for him. The same classmate who had thought him "a little mousy" as a cadet was there also and was interested in watching him change. "I think it began with the realization that he was a damn good teacher. There was a gradual development of confidence. With that he began to show qualities of leadership. I think he found himself at the academy. And incidentally, bridge helped a lot."

The way Gruenther organized West Point bridge tournaments impressed New York experts whom he sometimes lured to the academy as referees or lecturers. One of them, Julian Goldman, asked him to conduct a big tournament in the city, enforcing "military discipline" on players who straggled in late and delayed the game. With this in mind Gruenther arranged for alternates to be present and ruled that play would begin promptly at 8:15. At that hour all of the players had appeared except Goldman and his partner. "If Mr. Goldman and his partner are not here in one minute," Gruenther announced, "their places will be filled." Sixty seconds of silence passed, and Gruenther summoned two of the alternates.

Goldman and his partner entered five minutes later and asked for their places. "I'm sorry," Gruenther replied, "but you've been ruled out." "But I am the chairman of the tournament,"

CONTINUED ON NEXT PAGE

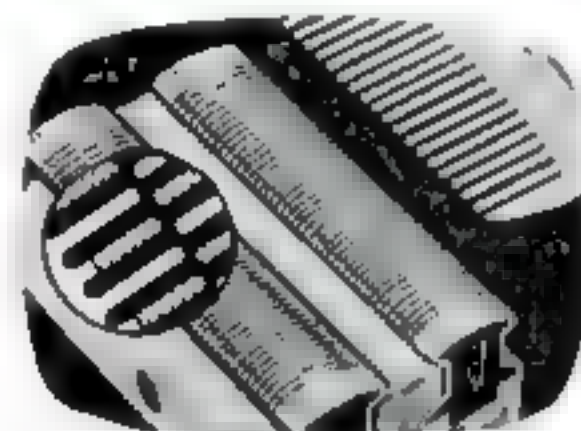
"Father's Day...Graduation ...I'M GOING NUTS!" (SAYS JACKIE GLEASON*)



"What? You want the same thing for graduation that you're giving me for Father's Day? A Schick '20'? Say—you do take after me!"



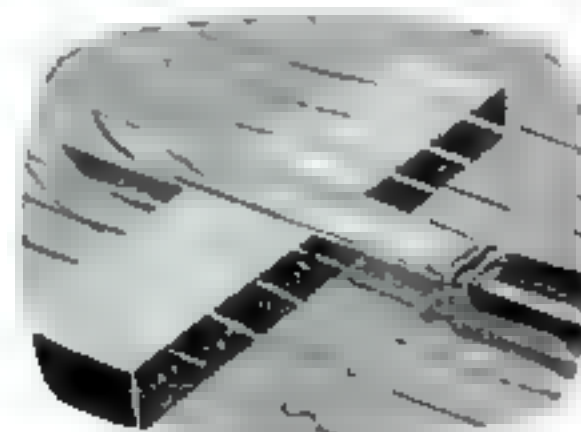
No matter how heavy or light your beard, you can get close shaves easily, with the right electric shaver. Just make sure your electric shaver has 3 things:



First, your electric shaver must have a shearing head that acts like a comb. You need comb edges to line up your whiskers and lead them in for a close shave.



Second, your electric shaver head must be the right size. It cannot be bulky; it must be small enough to get in everywhere, get every whisker.



And finally, your electric shaver must have a self-sharpening action, so it will always give you close shaves—the long-lasting kind.

The SCHICK "20", only electric shaver with Bevelled Comb Edges, Right-Size Head and Self-Sharpening Action—\$24.50. In saddle-stitched Caddie Case, ideal for traveling or bathroom shelf.

10-DAY HOME TRIAL

Give him a Schick "20" on Father's Day or Graduation on a 10-Day, No-Risk Home Trial. Let him shave with it for 10 days after you give it to him. Then he must agree he's getting wonderful, comfortable, close shaves—or you return the shaver to your dealer and every cent is refunded!



Schick "20"

Better-Built For Closer Shaves

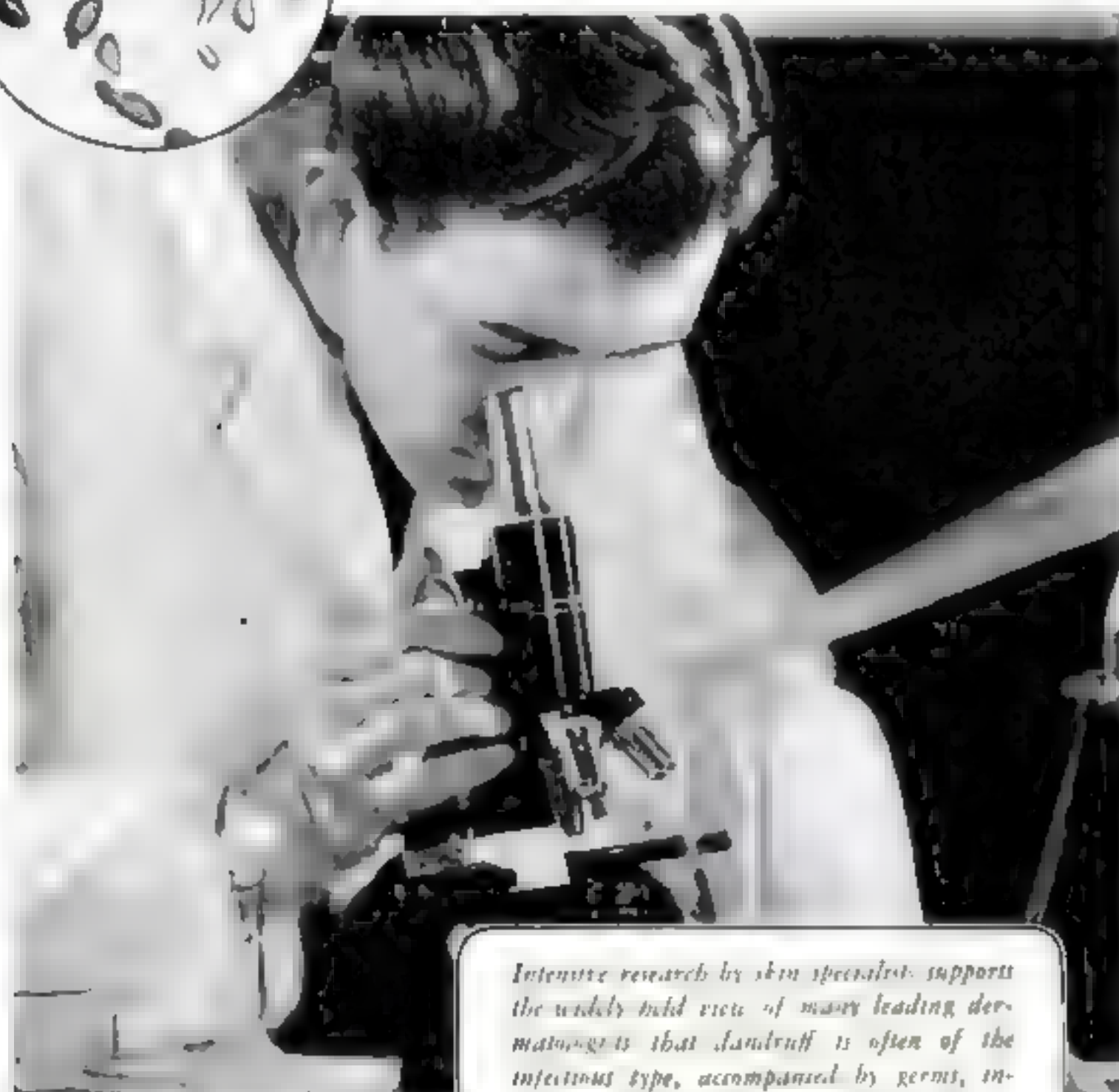
MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

*See "The Jackie Gleason Show" and "Crime Syndicated" on TV, both sponsored by Schick Electric Shavers

Research shows WONDERFUL VALUE OF LISTERINE TREATMENT FOR INFECTIOUS DANDRUFF!



"Bottle Bacillus" (P. ovale) germ regarded by many dermatologists as a causative agent of the infection.



Intensive research by skin specialists supports the widely held view of many leading dermatologists that dandruff is often of the infectious type, accompanied by germs, including the "Bottle Bacillus" (P. ovale)

IF YOU HAVE the slightest evidence of persistent scales, flakes, irritation . . . start now with Listerine Antiseptic and massage . . . the treatment that has helped so many. These symptoms may mean that your dandruff is of the infectious kind, calling for a real attack on scalp germs.

Kills "Bottle Bacillus"

Just douse Listerine Antiseptic on your scalp morning and night. Follow with persistent and vigorous massage.

Here is what Listerine Antiseptic does to scalp and hair: it kills millions of germs, including the "Bottle Bacillus" (P. ovale), regarded by many dermatologists as a causative agent of infectious dandruff, and at the same time alleviates itching.

Improvement in 76% of Test Cases

A series of tests on human beings revealed that 76% of the men and



women who used the Listerine Antiseptic treatment twice a day showed complete disappearance of, or marked improvement in, dandruff symptoms within a month.

So, if you have any evidence of infectious dandruff, don't fool around with makeshifts. Start with the Listerine Antiseptic and massage treatment today. It's easy. It's pleasant. It's tested. Lambert Pharmacal Company Division of The Lambert Company, St. Louis 6, Missouri.

At the first symptom

LISTERINE ANTISEPTIC—QUICK!



BOY AND PARENTS lived in Nebraska at turn of the century. At left is Alfred, age 4. At right are Mary and Chris Gruenther on their wedding day.

GRUENTHER CONTINUED

Goldman cried, "You can't do that!" Gruenther answered, "I'm awfully sorry, but you're out." Whereupon Goldman turned and stalked from the room.

"That night made me as a bridge referee," Gruenther says. "It was a sensation. Nobody could imagine anything like it. Of course it was another example of good luck that it had to be Goldman I counted out—nobody else would have attracted nearly so much attention." The experts, it appeared, really did want discipline, and with this convincing example they made Gruenther their favorite referee. He was paid \$50 a night and later on \$100. "It was the biggest money I'd ever seen in my life," Gruenther says. "I'd have been shocked to know anybody got \$50 a month for that sort of work." He and Grace furnished their home on his fees.

It was not until 1935—almost 17 years after his graduation—that Gruenther made captain, and four more years elapsed before he got his first field command. In that period he became one of the youngest members of his class at the Command and General Staff School and the Army War College, a fact that persuaded Gruenther he eventually would gain at least fairly high rank. Since ranking officers often were called upon to speak in public, Gruenther enrolled for an evening course in public speaking. He also began to collect—and index—the anecdotes and jokes which enliven his talks and of which he now has about 200. This ceaseless self-improvement extended to his relationships with others. He had been a "pretty serious young man who missed a lot of the fun of life" when he started out, his wife remembers. But the surface aspects of that changed too, and Gruenther came increasingly to resemble Chris in warmth and humor of personality.

In 1939 Captain Gruenther was given command of the 15th Field Artillery Battalion at Fort Sam Houston, a piece of good luck that seemed like bad luck at the time. On arriving at the post Gruenther called on Major General (later Lieut. General) Walter Krueger to pay his respects. Krueger, a bluff warrior, invited Gruenther to sit down and tell him about his previous work in the Army. As he did so, Krueger's face clouded and he broke in to declare that Gruenther had spent far too much time at West Point and far too little in the field and would be worthless as commander of an artillery unit or, for that matter, anything else.

All that year Krueger's attitude was hostile. Gruenther's first intimation that the general had mellowed came some time later when Krueger suddenly asked him to become one of his aides. The general gruffly added that he would advise him not to accept because, as Gruenther had learned, he was difficult to get along with. After thinking this over Gruenther told Krueger he had decided to take his advice. The general was disconcerted but had to agree that it was a sound decision.

Love at first sight

IN 1941 Gruenther was sent to Washington to serve at General Headquarters under Lieut. General McNair. A young brigadier general named Mark Clark also was on McNair's staff, and they became friends. Clark, as it happened, also was a good friend of a colonel named Dwight Eisenhower, who had come back from the Philippines recently to serve as chief of staff to Gruenther's old critic, Lieut. General Krueger, now commander of the Third Army. On Clark's recommendation, and with Krueger's strong

CONTINUED ON PAGE 28

See how they **wash** and wear...
keep their shape... look and feel wonderful...



children's knits made of *Durene*... the quality cotton yarn

* U. S. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 280 FIFTH AVE., N. Y.



Cotton T-shirts may look much alike on the counter. But what happens later? There's no doubt about it when they're labeled "Durene Yarn"—no doubt about washability, about wear, about lasting looks!

You're in for something new in the way of service when you buy children's socks made of choice mercerized Durene yarn. Miles of extra wear per pair... plus non-bag, non-sag, trim fit for the life of the sock!

When it comes to underwear, Durene's outstanding, for it combines superb wearing qualities with fresh, smooth texture. No wonder *millions* of mothers use the word "Durene" as a guide for buying cotton knits!

Every cotton knit labeled "Durene Yarn" is subject to the Durene Quality Control Plan from yarn to finished garment. Always look for the label—featured by *hundreds* of makers of knitted cotton garments!

Saxon SLACKS

presents

THE SMARTEST
STYLING OF 1953



THE "HIT" GIFT FOR DAD . . .
and the price "hit" of the season!
Not alone amazing value but tailor-
ing at its very best, rich spot and
crease resistant fabrics . . . a world
of handsome patterns and weaves
in all the popular new shades.
Details usually found only in the
most expensive custom-made slacks
. . . yet unbelievably priced at
\$5.95 to \$10.95

At your favorite store, or write
LACKAWANNA PANTS MFG. CO.
SCRANTON 2, PA.



AS BRIDGE REFEREE Gruenther in 1931 presided over famed match between the Culbertsons, Sidney Lenz (second, left) and Oswald Jacoby (right).

GRUENTHER CONTINUED

endorsement, Eisenhower made Gruenther his deputy. "It was love at first sight," Eisenhower has recalled. "I was intrigued by the little devil. He always had a joke or a wisecrack, he had all the answers at his fingertips, and he never got tired. His adrenal glands were going like a house afire."

Thus Gruenther's lone, short field command, with the addition of his lucky encounter with Clark, brought him circuitously to the turning point in his career. A few months later Eisenhower was called to Washington, and Gruenther succeeded him as Krueger's chief of staff (they got along fine). When Eisenhower was sent to London, he at once asked for Gruenther. Walter Bedell Smith was to be chief of staff and Gruenther would be deputy chief.

Things were happening very fast just then. Gruenther stopped in Washington to see Smith, who started to tell him about Operation Torch, the invasion of North Africa. Smith was interrupted by a call from General Marshall, and Gruenther had to leave for London unbriefed. His first day there Eisenhower told him a little more about the invasion and added that Gruenther would be chief planning officer for it. That night he was notified to appear at a meeting the next morning. When he arrived he found himself among about 30 ranking British officers.

To Gruenther's horror, everyone turned expectantly to him. The British had come to hear the American plan for Torch. With acute embarrassment Gruenther explained that he was just in and didn't feel qualified to speak. The British politely asked when he might do so—that being Monday, would Friday be convenient? Gruenther wanly agreed. He had had very little practical experience in planning, but he pulled together a small staff and on Friday had a preliminary plan ready. Within six weeks the whole operation was planned in detail. "It was sink or swim," Gruenther says. "I managed to swim, and in the process I learned the art of planning, and I've spent most of my time at it ever since."

After Torch, Mark Clark asked for Gruenther as his chief of staff for the Italian campaign, and he served in that job throughout the rest of the war, first with Clark's U.S. Fifth Army, and later with the 15th Army Group, which combined the combat forces of the Americans, British, French, Polish, New Zealanders and Italians under Clark's command. He was "ideal" at negotiating with the various nationalities, Clark recalls, as well as "courageous, fearless" under battle conditions and a calming influence on Clark himself. Clark says, "Old Al was always telling me when I'd get hot and bothered, 'Now Boss, let's think about it for a while.'" After the German surrender, Gruenther went with Clark to Austria as deputy commanding general of the U.S. occupied area there, and then in 1945 was recalled to Washington where he was successively commanding officer of the National War College, director of the joint staff and deputy chief of staff for plans and combat operations, the number 3 slot on the general staff.

As director of the joint staff, and equally as head of P&O, it was essential that Gruenther maintain the closest liaison with the State Department, the Central Intelligence Agency, the National Security Council and all the other important defense agencies. It meant an immense amount of work, but Gruenther's appetite for "knowing the problem" did not weaken even when the problem was the size of the U.S.'s security. Two new words, "Gruentherize" and "Gruenthergram," were added to the Army's lexicon

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

FAST

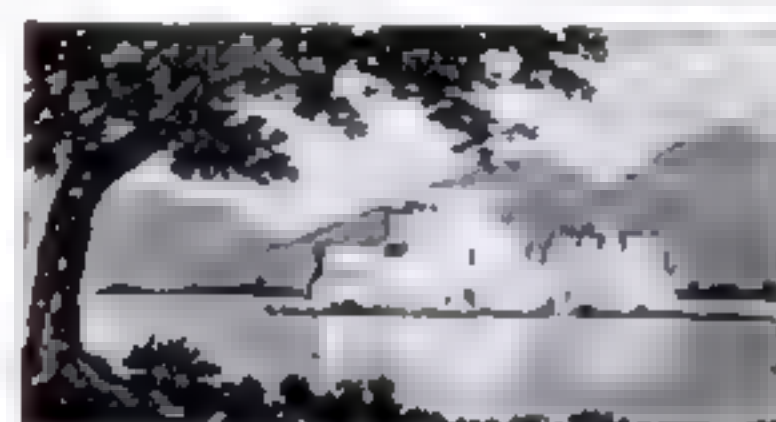
The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.

**HEAR
HERITAGE**
The Radio Show based on
**LIFE'S PICTURE HISTORY
OF WESTERN MAN**
American Broadcasting Company
Every Thursday, 8:30 P.M. (EST)



you'll live . . . you'll love

GREECE

Land of Myth and Magic

Athens! Corinth! Rhodes! On and on . . . the storied roll-call of the Grecian past unfolds. And it welcomes you today. This year! From isle to sparkling isle you'll bask in the sunshine of friendly smiles, famed food, modern hotels . . . and new, low prices. Wherever you go you'll live . . . you'll love Greece. Be sure to include her in your holiday abroad.

Apply to your Travel Agent or

**AMERICAN EXPRESS
Travel Service**

65 Broadway, New York 6, N. Y.
Offices and Correspondents throughout the World
In cooperation with the
GREEK NATIONAL TOURIST ORGANIZATION



Won't you please tell people buying wedding presents...

Brides today want Pacific Contours -not old-fashioned flat sheets!

Over 400 brides and brides-to-be told us this—

FROM EVERYWHERE, perhaps from *your own town*—pretty young brides write us . . .

"Especially welcome were my gifts of Pacific Contour Sheets! It's a joy to start housekeeping . . . knowing I'll never have any old-fashioned bedmaking work!"

Yes, lucky the bride showered with Pacifics!

And happy you, the first Contours you slip on your beds! Both Tops and Bottoms stay anchored all week—need no daily retucking.

Time tests by a leading woman's magazine prove up to three times faster bedmaking with Pacific Con-

tours, compared to loose flat sheets. And you get neater, sleeker beds with the Contour's trim fit!

They're "self-ironing!" The Contour Bottom hugs your bed so tightly, wrinkles "iron" out. The top hem of the Contour Top is really all that needs ironing.

Contour luxury costs no more than old-fashioned "pull-out" sheets. So present yourself with these wonderful Pacific work-savers!

In Combed Percale or Extra-Strength Muslin. For all standard mattresses. New size for 4½" thick Foam Rubber mattresses. Sanforized* for lasting fit.

Pacific's famous long-wearing corner!
Firm tape reinforcing at points of strain makes Pacific the strongest-wearing type of corner in any fitted sheet.

New Top Sheet
Pacific eliminates all re-tucking with this new two-cornered Contour Top Sheet. It has unique "kickdown" fold for extra foot freedom.



"I'm a career-girl bride . . . and what a help my Pacifics are . . . the next best thing to a maid! I call Contour Sheets our 'silent bedmakers,' their smooth fit saves daily retucking."

Mrs. John Scott-Paine
Greenwich, Conn.

"My husband's a Lieutenant in the Air Force. His old army test—bouncing a coin on the sheets—showed how tautly our Pacifics fit!"
Mrs. Richard T. McDermott
San Francisco, Calif.



"The pride of my trousseau is my collection of Pacifics. The Contour Top's built-in foot-room is the last word in comfort—you can stretch luxuriously, the sheet won't pull out."

Mrs. Douglas Simpson
St. Louis, Mo.



Everybody's changing to
PACIFIC
Contour Sheets®

—the way to faster bedmaking
neater, more comfortable beds

*Reg. U. S. Pat. Off.

PACIFIC MILLS, DEPT. 161, 1407 BROADWAY, NEW YORK 18 • PACIFIC CONTOUR TOP AND BOTTOM SHEETS • CONTOUR CUBIC SHEETS • PILLOWCASES • SUPERSONIC® TOWELS • PACIFIC SILVER CLOTH

Better Than Beer?



That depends on your taste!

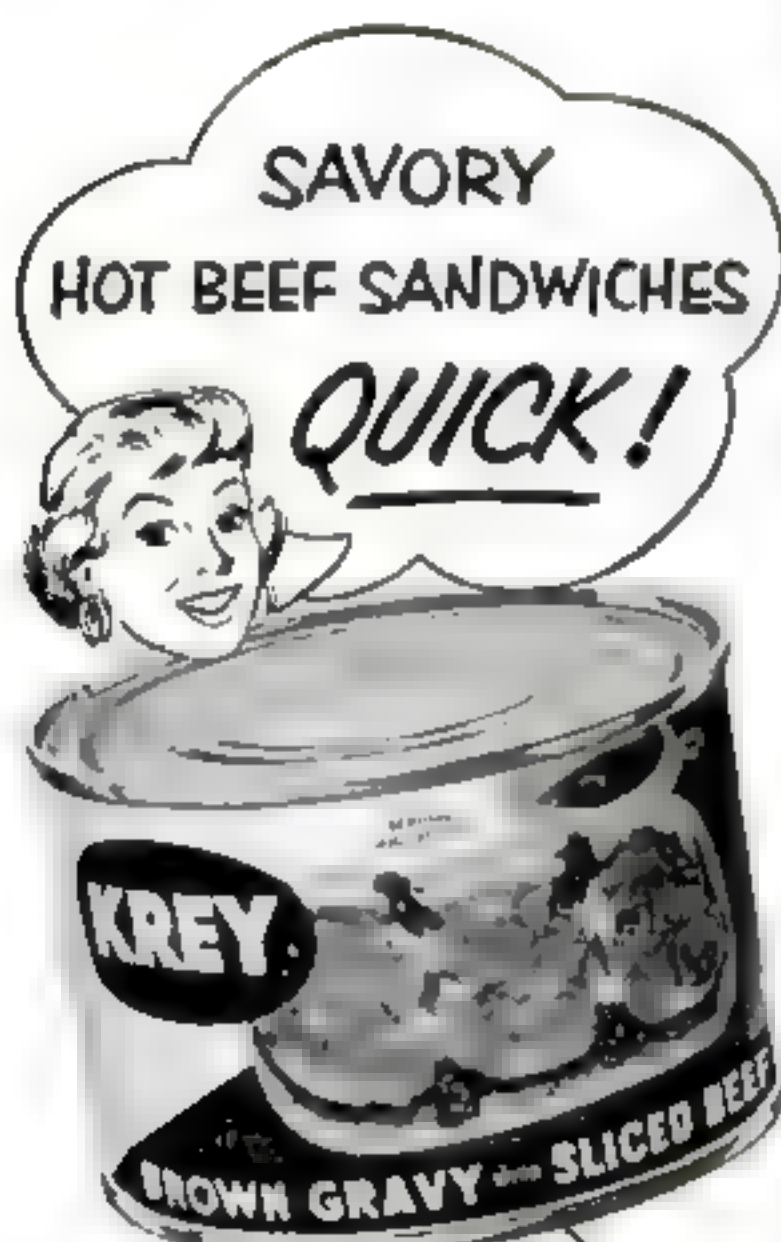
At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and

dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!

© BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO



So easy to satisfy the whole family with these tender slices of U. S. Govt. inspected beef! Already cooked to a turn like you'd do it and with plenty of rich brown gravy. Just heat and serve open-face. ...Mmmmm ...delicious! Ask for Krey Brown Gravy and Sliced Beef or Sliced Pork today! You'll love it!

KREY

Quality Midwestern Meat Products since 1892
KREY PACKING COMPANY, ST. LOUIS 7, MO.



Men of
Production
Read Dickies big
ad in this issue.



- Keeps food and drinks fresh . . . Perfectly refrigerated
- Large 4 gallon capacity
- Fully insulated . . . 100% water-tight
- Easily carried in one hand.

Available wherever picnic and camping supplies are sold . . . throughout the U.S. and Canada

CARLISLE MFG. CO., INC., NEWARK 5, N.J.



A FAMILY TRIUMPH came early in Korean war when general's younger son, Richard, received a battlefield promotion from lieutenant to captain.

GRUENTHER CONTINUED

during this time. To "Gruentherize" someone is to ask him interminable questions in the hope of refining a question or a situation to its essence. A "Gruenthergram" is a small white slip of paper containing usually either a question or an order.

What Mark Clark calls Gruenther's "terrible inquisitiveness" had soon made him an expert on so many of the problems of defense that he was constantly being given extra jobs to do. One was to brief General Eisenhower, who was busy at Columbia but wanted to keep informed about defense matters and whom Gruenther visited frequently in New York. In 1949 Eisenhower came back to the Pentagon on special duty and found, he says, "Everybody was turning to Al, and he would give the place, time and figures out of his head. It was almost a case of working a good horse to death."

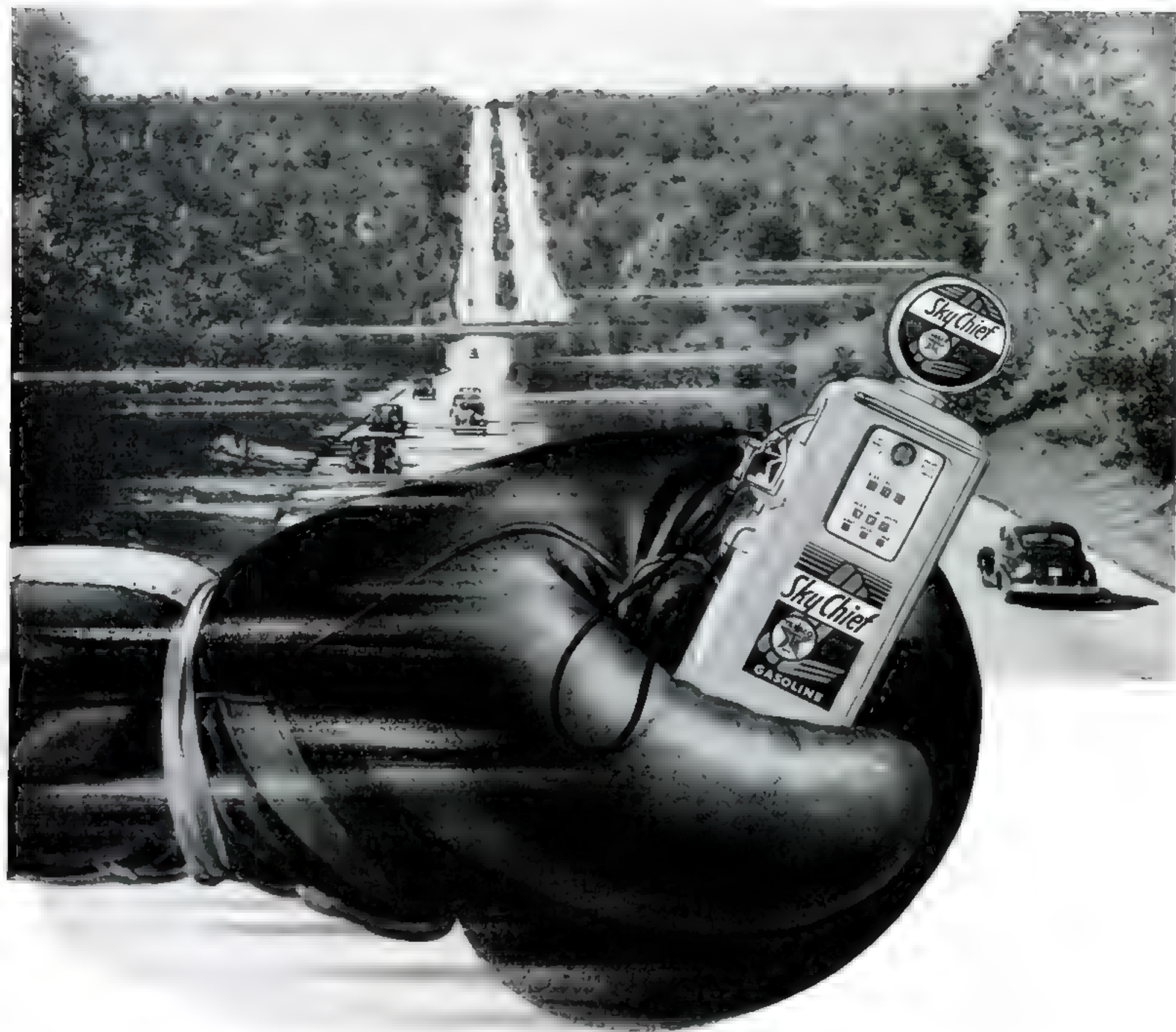
In December of 1950, when Eisenhower was made Supreme Commander of the newly authorized NATO forces, there was no hesitation in his mind as to who should be his chief of staff. He recalls, "Al was the service specialist on international affairs. He had a complete comprehension of the job we faced. He was the obvious and inevitable choice." By early January, Gruenther was in Paris with an advance planning group, and "Supreme Headquarters, Allied Powers in Europe" was officially "activated" on April 2. Eisenhower and Gruenther worked so closely together, and were with each other so much at SHAPE, on travels and even at their homes (they are each other's favorite bridge partner), that it was difficult to identify any particular decision or idea as having come from one or the other. They were completely harmonious; as Major General Snyder, then chief medical officer at headquarters and now White House physician, says, "They are what a doctor would call 'sympathetic,' like sight and hearing, or taste and smell—they operate better together than they do separately."

When Eisenhower decided to return to the U.S. to run for the presidency, it seemed to a majority of the NATO countries that the situation called for a man with field command experience to succeed him. However, when General Ridgway was chosen, it was with the proviso on their part that Gruenther remain as chief of staff; and when the top job fell vacant again due to Ridgway's elevation to chief of staff of the Army, Gruenther was the logical successor. Thus for the second time in his life he is confronted by the techniques and responsibilities of command—and on a scale a good deal larger than that of an artillery battalion. Some of his associates are not sure that he can change the patterns of a lifetime, learn to be "clever and lazy" and rely on his own chief of staff (as yet not selected) to relieve himself of detail. Eisenhower thinks he can. "I'll bet old Al could do it," he commented when the question arose before. "I think he can do just about anything he puts his mind to."


As the youngest four-star general in the Army and a prospective future chief of staff of the Army (he probably will follow Ridgway in that position also), Gruenther could be pardoned some self-congratulation. But conceit is not in his temperament, and nature in this case is ably assisted by Grace Gruenther, founder and president of the Anti-Gruenther Society. The idea for this organization came to her as a bride, when she found herself a newcomer among what seemed to her to be innumerable Gruentheres and felt that she must construct an island of resistance. She was the

CONTINUED ON PAGE 90

When you want that extra ZOOM...



Sky Chief PACKS PUNCH!

 **Volatane Control** puts that *punch* in Sky Chief! It means volatility and octane are scientifically controlled. That's why Sky Chief gives you instant starts, fast warm-ups and power-plus to ease you up and over the hills without knock or ping. So, for that extra zoom fill up with Texaco Sky Chief, the gasoline for those who want the best, at your Texaco Dealer — *the best friend your car ever had.*

...and don't forget the best motor oil your money can buy.



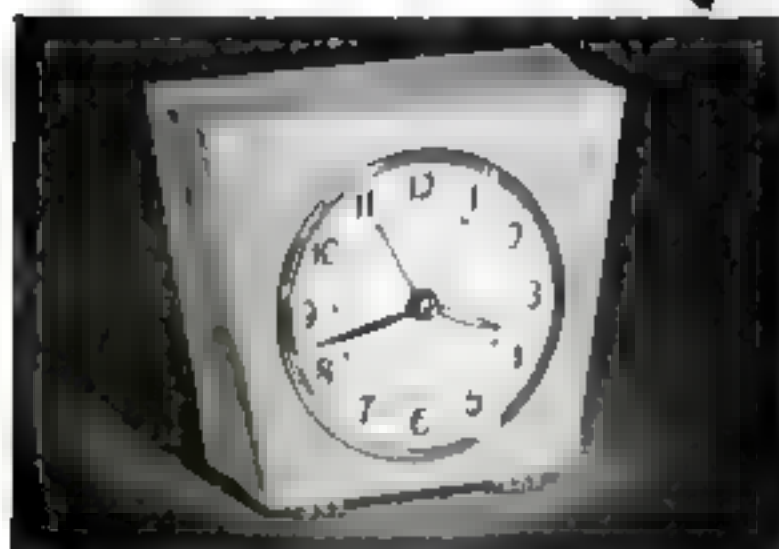
THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES
 Texaco Products are also distributed
 in Canada and Latin America

TUNE IN: Tuesday nights on television, the
 Texaco Star Theater starring MILTON BERLE.
 See newspaper for time and station.



Clocks should be
fashion - right, too!
Choose yours
from these

**Woods by
Westclox**



SPHINX Electric Alarm. Today's trend toward modern wood design... beautifully carried out in this elegantly simple clock with stunning blond wood or rich mahogany-finish case. 4 1/4 inches high. Clear bell alarm. \$7.95. With luminous dial, \$8.95.



GREENWICH Electric Alarm. Sleek, simple design... blends with modern or traditional setting. Handsome mahogany-finish wood case. Pleasant bell-tone alarm. Only 4 inches high. \$7.95. With luminous dial, \$8.95.

Prices do not include tax and are subject to change

WESTCLOX

Electric Clocks

Made by the makers of Big Ben
La Salle-Peru, Illinois

PRODUCTS OF **GT** CORPORATION

GRUENTHER CONTINUED

only member until Homer married, whereupon his wife was admitted, and all subsequent spouses of Gruenther children and grandchildren have automatically become members. (The two Gruenther sons, Don and Dick, both are West Point graduates, now respectively a major and a captain.)

A principal objective of the society is to keep General Gruenther from assuming that his four stars carry any weight outside the Army or, indeed, that he is touched with divinity in any way, including the field of bridge. Grace learned the game along with him, at Fort Knox, the Philippines, and West Point, and became an excellent player—in Ely Culbertson's opinion, as good a one as her husband—and they often played in tournaments as partners. They are a good team, she believes: "At least I like to play with him. I'm not so sure he likes to play with me. Now and then I'll do something wrong and he'll say, 'Why did you do that? That's fundamental,' he'll say. It's like waving a red flag for me. I get so mad! But it doesn't happen often. I'll hear him sometimes explaining something to one of his young officers, everything so elementary and clear, as if they didn't have any sense. I trained him a long time ago not to talk that way to me."

After 30 years she has become reconciled to Gruenther's addiction to work, but she does not approve of it. As he never has digestive troubles, sleeps well, is cheerful and considerate around the house and shows every sign of splendid health, she has no very effective arguments to make him slow down. So she makes the best of it by seeing that he is supplied with plenty of steaks and chops, by insisting that he eat an egg for breakfast and by keeping the household running smoothly. Both the Gruenther and the anti-Gruenther are agreed that she is "a wonderful homemaker," and as such she exercises her rights with good humor but with firmness. It is perhaps the ultimate test of Gruenther's ability to analyze the problem and to learn from experience that he never tries to infringe on them. "Oh, I consult him about things," she says, "even the shade of green when we're doing a room over, and he's always interested, or at least acts like he is. But unless I ask him, he doesn't interfere. He knows it wouldn't do much good if he tried. I'm the commanding officer around here."



AT HOME IN FRANCE, the Gruenther stroll over the beautifully landscaped lawn of their house near Paris where they have been living since 1951.



Incomparable Mexico the fantastic vacationland

Colorful...different...enchancing, combining the traditions of Europe, the cultures of fabulous native Indian races, the vital creative Mexico of today.

Vacationing in Mexico is so inexpensive.

DIRECCION GENERAL DE TURISMO

México, D. F.	Av. Juárez 89
New York	8 West 51st Street
Chicago	333 North Michigan Ave.
Los Angeles	511 West Sixth St.

Look to AETNA-NORTHCOOL for everything you're looking for in new sport shirts. New collar styles, to be worn with or without a tie, featuring the triple stitch, perma-fit construction, short and long sleeve styles, full cut for extra comfort, bright, colorful novelty checks and fancy patterns. From \$3.95 in all sizes. Buy AETNA-NORTHCOOL today—sport shirts, casual coats, T-shirts, swim trunks. Send for FREE booklet, "Famous Firsts in Sports"—Aetna Sportswear Co. Inc., Dept. L-1, Poca-Pratt Bldg., Baltimore 1, Md.

Nirc says—
Send Your RUGS to a
Professional
RUG CLEANER

NATIONAL INSTITUTE OF RUG CLEANING, INC.
SILVER SPRING, MARYLAND



In tune with modern taste

Pepsi-Cola refreshes without filling

THERE's a new pattern of living. There's a new look to today's people. Men are leaner, women trimmer-waisted. Fashions are more revealing, allow more ease of movement, more casual comfort, than the tighter, stiffer, stuffier vestments of Grandpa's day.

It's a handsome world and, largely, it's the reward we earn by our more sensible, more wholesome diets. Today we eat far lighter. We shun the over-rich, the over-sweet, the over-filling—as Grandpa never did.

And this is the modern trend with which Pepsi-Cola has steadily kept pace. Today's Pepsi is light, dry (not too sweet), reduced in calories. It refreshes without filling.

Enjoy Pepsi in the familiar economy size that serves two people or the smaller single-drink bottle. It's the modern . . . light refreshment. Have a Pepsi.

Pepsi-Cola—the Light refreshment





To a queen's taste — and yours

Coronation Vanilla



**Meadow
Gold
Ice Cream**

We want you to try this special June delight—that's practically a sundae in itself! Red and green chunks of Hawaiian pineapple—sun-ripened sweet and juicy. Rich, golden country cream. Pure vanilla from the spice islands. All *smooth-frozen* the special Meadow Gold way to give you Meadow Gold Coronation Vanilla! Hungry for your first heaping spoonful?

Well, ask for some today wherever Meadow Gold Ice Cream is sold. Buy it—and other Meadow Gold flavors—in pints, quarts, or thrifty half gallons.

© 1954, BEATRICE FOODS CO.

Meadow Gold is mighty good!



THROUGH STREETS OF AMMAN, UNDER A TRIUMPHAL ARCH, CRACK LEGIONNAIRES PARADE TO CELEBRATE THE ACCESSION OF JORDAN'S KING HUSSEIN

PARADES FOR NEW RULERS

Cousins rule in Iraq and Jordan

The two boys were cousins. Both had the same great grandfather, King Hussein of Hejaz. Both became kings on May 2: Hussein I at Amman, Jordan's capital, and Faisal II at Bagdad, Iraq's capital. Both took thrones from regents because they had reached their 18th birthday. Though only 17½ by the Western calendar, Hussein is 18 by the Mohammedan calendar which Jordan uses. Faisal celebrated his 18th birthday (Western calendar) on May 2. Because crowning is not in Arab tradition, both became kings by taking an oath in parliament. Hussein, who is shy, rode from his palace in a convertible. Faisal, more of an extrovert, rode in a red coach drawn by six white stallions.



IN BAGDAD, to celebrate King Faisal's installation, a chariot passes by reviewing stand as part of

a parade representing various phases of Middle East history. Afterward the king went to the horse races.

New! Pillsbury Angel Food Cake Mix



Contains the whites of 13 eggs...

Water is All you add

Big, gorgeous, luscious to eat, an absolute beauty... that's the new Pillsbury Angel Food! And it's as simple and sure as anything you ever put your hand to.

Complete—Everything is in the package, the choicest angel food ingredients, including the whites of 13 country eggs in easy to-whip form. No eggs to separate. No yolks left over.

Water is all you add. Easy directions on the package.

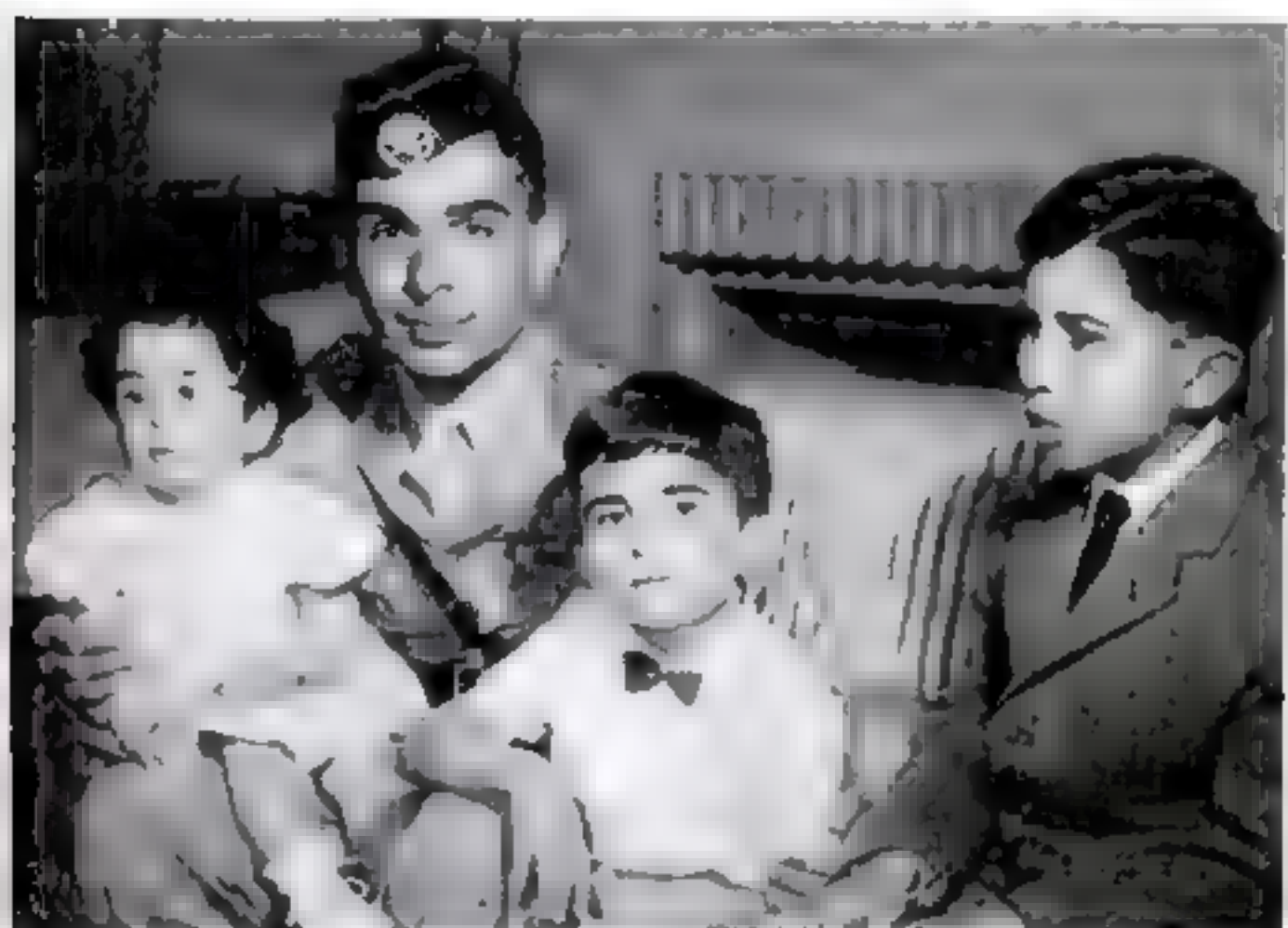
Costs 25% less than the average fine home-recipe angel food cake, and takes one-half the time.

This is something you really should get next to. Pillsbury Angel Food Cake Mix. Go ahead... introduce yourself today!





TWO YOUNG MONARCHS in uniform stand at attention. King Hussein (left) is at throne, while Faisal, on reviewing stand, watches military parade.



REUNION IN JORDAN brings together Hussein and brothers and sister. They are Basma, 2, Hassan, 6, Mohammed, 12, the heir apparent to throne.



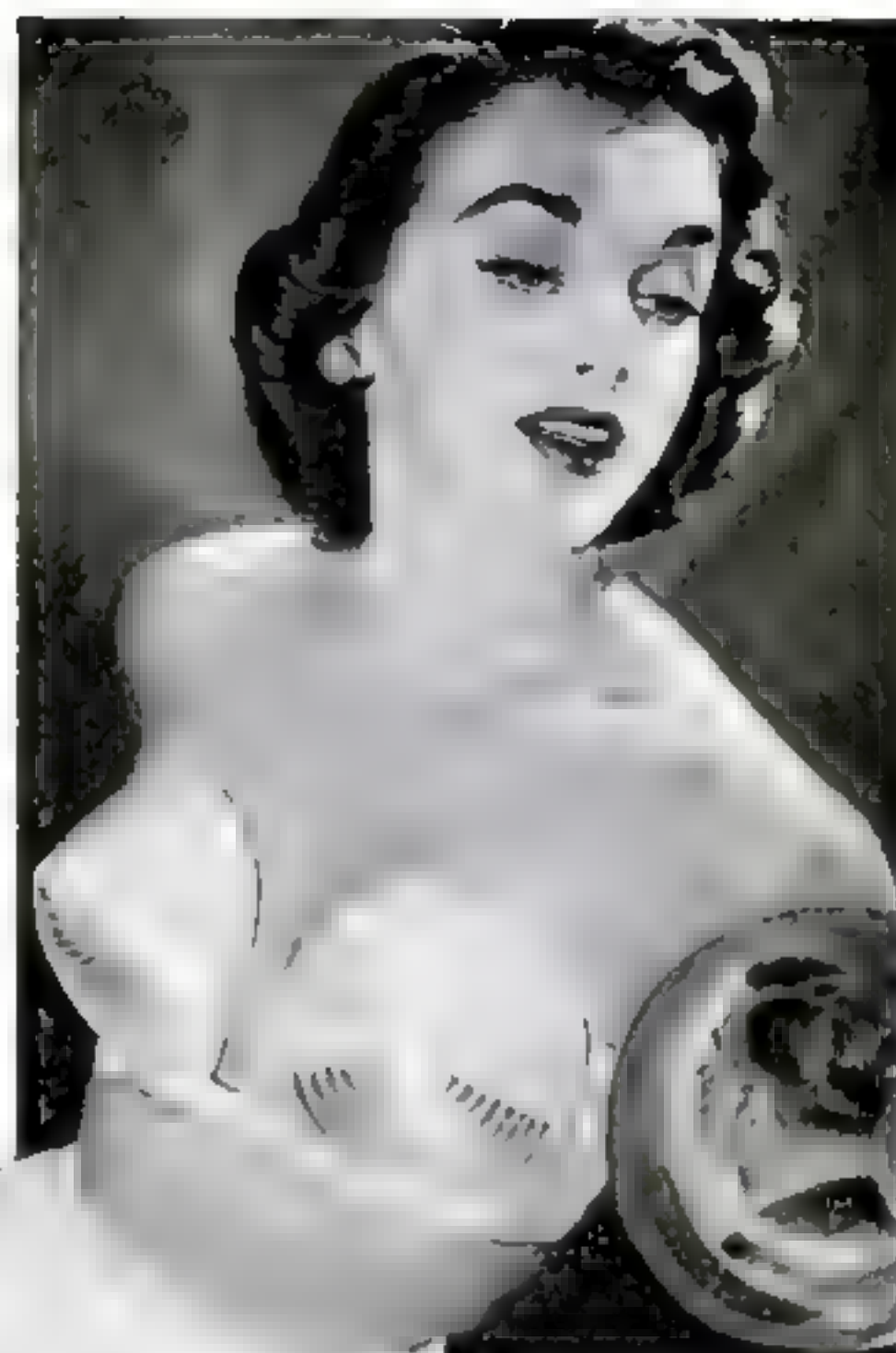
REUNION IN IRAQ brings Faisal together after a dinner with his English schoolmates at Harrow. They came to the ceremony as king's personal guests.

How clever!

**EVEN
THE WIRE
IS CURVED
TO STAY UP!**

CELEBRITY does more than give you deep-plunging separation . . . CELEBRITY curves the wiring of this strapless bra to make the uplift **STAY UP!** No tugging, no pulling, no displacement! Get marvelous up curve flattery in heavenly comfort. White rayon satin, or white cotton.

A Cup, sizes 32 to 36
B Cup, sizes 32 to 38
\$1.50



Celebrity
"CONTOUR-CURVE STITCHING"
from the bottom up

at your favorite bra counter, or write:

CELEBRITY BRA INC.
148 MADISON AVENUE • NEW YORK CITY

**MAKE THIS
YOUR
LUCKY
DAY!**



How? By using Dr. Scholl's Foot Powder on your sore, tender, hot or tired feet. It's marvelous the way Dr. Scholl's wonderful powder soothes, rests, refreshes such troubled feet . . . how it eases new or tight shoes . . . how it aids in protecting you against Athlete's Foot infection. Start using Dr. Scholl's Foot Powder today!

Rollfast
AMERICAN FLIGHTWEIGHT
BICYCLES
SINCE 1895

A honey on the highway
3-Speed
gearshift

B. P. HARRIS HOWE & MFG. CO., INC.
Rollfast Bldg., N. Y. 7
Write for FREE
Bicycle Catalog

BE SURE TO ASK FOR
SILVER BOND SOCKS

Guaranteed by Good Housekeeping

SILVER BOND SOCKS

3 pairs guaranteed to wear 3 months or 3 new pairs **FREE**
55¢ to \$1.00 retail

SILVER KNIT HOSIERY MILLS, INC.
HIGH POINT, N. C.
For information write to
330 Fifth Avenue, N. Y. C. 1, N. Y.

Images of Famous Stars

DAUGHTERS SHOW OFF THEIR PARTY DRESSES

The first crop of babies born in the '30s, when motherhood suddenly became fashionable in Hollywood, has now grown up, and the girls of the second generation shown here have turned into poised, attractive young ladies. Though they frequently bear a fresh and vivid resemblance to their theatrical parents, most of them have little interest in a theatrical career. They are far more interested in boys and what to wear on Saturday night than in dramatics.

This summer, for dances and informal record-playing parties, they favor short skirts, with plenty of petticoats. Most of them wear strapless tops and polka dots in all sizes are a favorite pattern. Hair styles vary from short, cropped curls to a chignon (*left*). Margaret Sullavan's daughter Brooke—who was born in Hollywood in the days when her mother did most of her acting in movies—straddles the issue. On the cover long hair is drawn back in a pony tail; on page 101 it hangs to the shoulders.



VIRGINIA BRUCE'S SUSAN, 19, has coloring of her mother who is now Mrs. Ali Ipar, wife of an ex-Turkish army officer. In features she somewhat resembles her late father, John Gilbert. Susan, a high school student, got this short embroidered organdy (Ceil Chapman, \$110) for fraternity dance.





← **JOAN BENNETT'S MELINDA**, 19, whose father is Writer Gene Markey, looks startlingly like her mother. Currently a model, Melinda wants to be an actress and has played with her mother in summer stock. She wears red often, such as red and white nylon tulle with red velvet belt (David Klein, \$50).

SALLY BLANE'S GRETCHEN, 16, whose mother starred in Western movies in the '30s and whose aunt is Loretta Young, is a high school junior, wants to model after college. Her father is Director Norman Foster. For special Saturday dates Gretchen wears organdy with velvet ribbons (Chapman, \$110).

GUESS WE'RE OUT OF LUCK!

NO, WE'RE NOT! SEE ALL THESE SWELL **DEVILED HAM** SANDWICHES MOM MADE!

TIP: UNDERWOOD'S is marvelous on sandwiches just plain, full of flavor and nutrition. You'll also want to try it blended equal parts with peanut butter or cream cheese or mayonnaise. No wonder it's the nation's favorite spread.

FREE! 23 helpful menu ideas. Write: Wm. Underwood Company, 10 Walnut St., Watertown 72, Mass.

UNDERWOOD
DEVILED HAM

THE ORIGINAL—ALL FINE HAM—ZESTFULLY SEASONED
For 86 years America's favorite spread



JOHN WAYNE'S TONI, 17, last year went to Ireland with her sister and two brothers for small parts in their father's *The Quiet Man*. A crack swimmer who has won medals in backstroke and crawl at her high school, she dresses up every weekend for fraternity dances. This is glazed cotton (Rappi, \$23).

Zodiac
autographic

the world's
most modern watch

BE SURE TO SEE the amazing Autographic! It's split-second accuracy is assured by a 360° self-winding movement. And a glance at the exclusive Reserve Power Gauge® tells instantly how much running time has been stored up. Yes... like the fuel gauge on your automobile. At selected jewelers or write for dealer nearest you.

Stainless steel \$71.50 Gold filled \$89.50 (Fed. Tax incl.)
Other Zodiac watches from \$42.50 to \$2,500

17 jewels • water & shock resistant • anti-magnetic
sweep second hand • unbreakable crystal • available in radium dial

Duchess
Classic design in 14K gold with matching expansion band. \$29.50

An Official Watch of Swiss Federal Railways

Zodiac

ZODIAC WATCH AGENCY • 521 FIFTH AVENUE • NEW YORK 17
A Division of Edward Trauner, Inc. Also Distributors of the World Famous Oyster Watch



ELEANOR BOARDMAN'S BELINDA, 22, is daughter of silent star who was famed as the "Kodak Girl" in the '20s, usually posed in picture hats and daisy beds. Belinda, who lives with father, Director King Vidor, wears formal dress like this corn-dotted organza (Chapman, \$90) at frequent Vidor parties.

CONTINUED ON PAGE 101

AS THOUGH IT WERE THE MIRROR of your heart, your engagement diamond reflects the memories you hold most dear. And that is why it seems to grow more lovely, becomes more cherished with the years.



DE BEERS CONSOLIDATED MINES, LTD

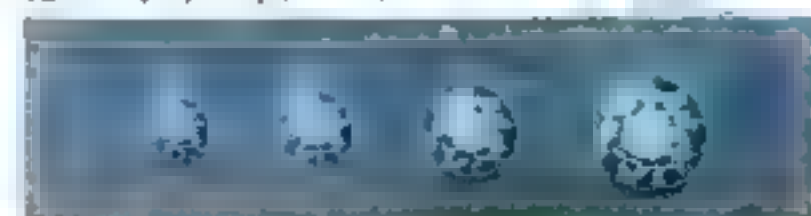
In April, 1953, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Memory of Love—painted for the De Beers Collection by Brian Connolly

Your diamond, because it is the lifetime token of your love, should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style, for what you wish to spend.

A DIAMOND IS FOREVER

1/4 carat (25 points) \$85 to \$200
1/2 carat (50 points) \$200 to \$415



1 carat (100 points) \$645 to \$1165
2 carats (200 points) \$1460 to \$3335

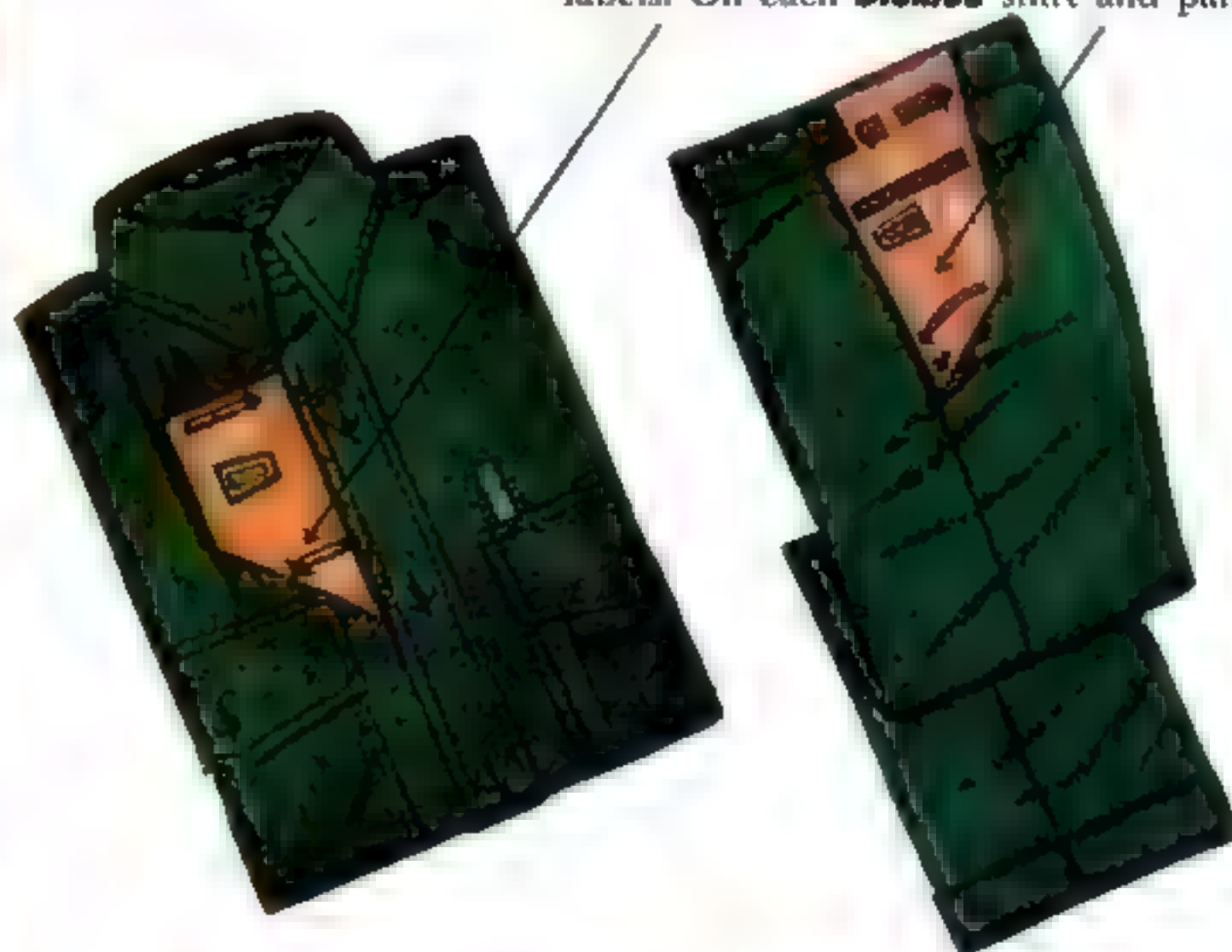
Dickies

make a good man on **ANY** job
look even better

An Inspiration
for Father's Day!

- Top quality Army Twill
- Foot-deep pants pockets
- Exclusive Easy-Alter Outlet
- Proportioned sizes
- Wide tunnel belt loops
- Sanforized waistband lining
- Continuous sleeve placket
- No-rip cuff stitching
- Choice of popular, fast colors
- Safety-stitched seams
- Fully Sanforized

Look for the **Dickies** red and blue informative labels. On each **Dickies** shirt and pants.



FOR MEN OF PRODUCTION...



Write for name of nearest dealer
509 West Vickery,
Fort Worth, Texas

**WILLIAMSON-DICKIE
MANUFACTURING
COMPANY**

New York • Somerville, N. J.
Bainbridge, Ga. • Chicago
Fort Worth • Los Angeles

© 1953 W. D. Mfg. Co.



MARGARET SULLIVAN'S BROOKE is 15-year-old daughter of the actress and her ex-husband, Leland Hayward, lives in Connecticut with mother. She wears shorts most of the summer but dresses up for country-club dances in pin-dot organdy (Bon Rav, \$30). A student at Greenwich Academy, Brooke's current interests include writing, painting and boys but not acting, although she sees all mother's performances and offers criticism.

Early American Steam **FIRE PUMP**



While the earliest American steam fire pumps (middle 1800s) were extremely cumbersome and heavy, they heralded a new fire fighting era. Widespread use was assured by their ability to maintain a steady stream of water long after firemen became exhausted operating older hand-pumped engines.



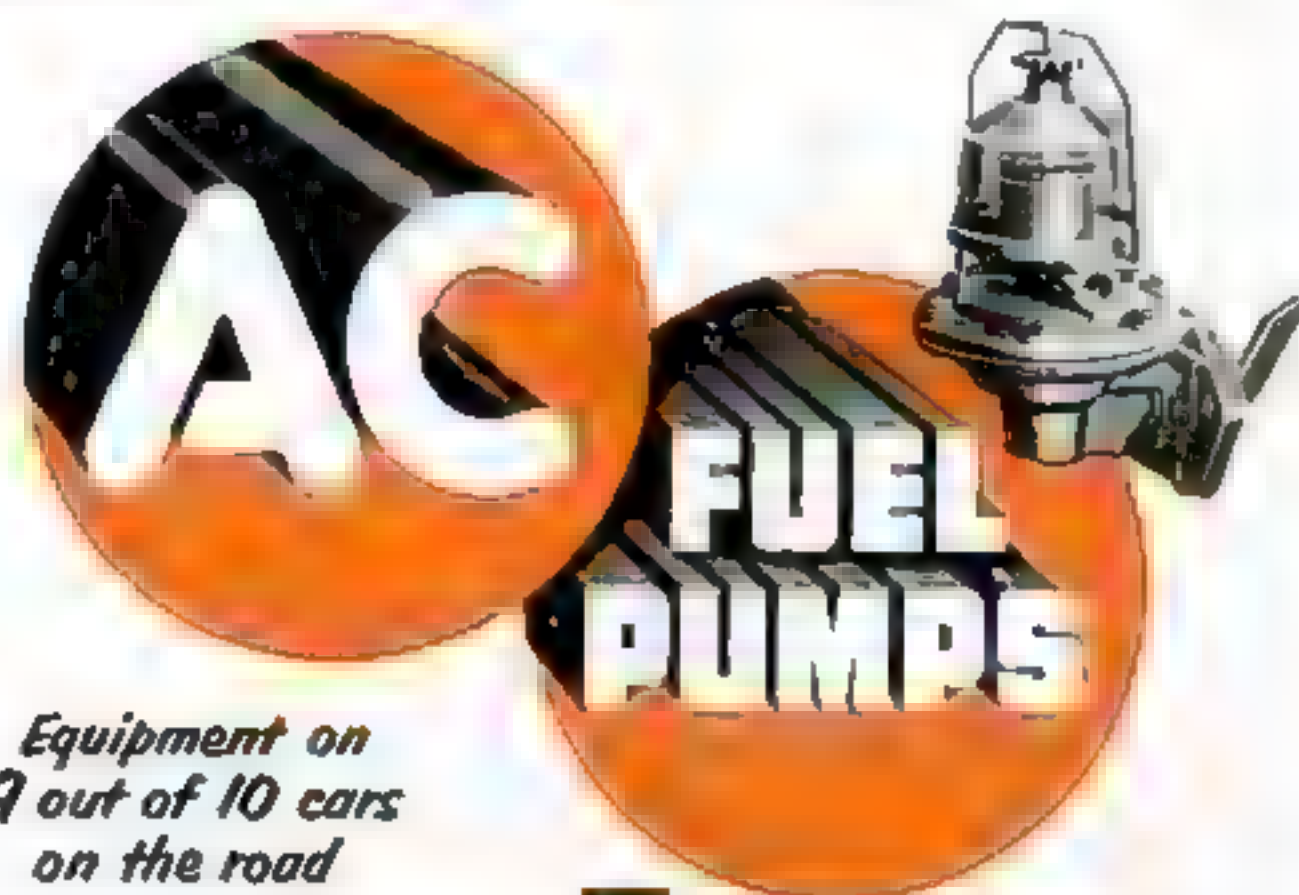
AC FUEL PUMPS

... America's First and Finest


Just as steam brought new efficiency and stamina to fire pumping, AC Fuel Pumps brought new efficiency and dependability to automotive fuel systems.

Never, before the development of AC Fuel Pumps in 1927, was the car owner assured of a satisfactory fuel supply for his engine. *Today owners of more than 40,000,000 cars, trucks and buses rely on AC Fuel Pumps.*

ACs are America's favorite replacement pumps, too. Many motorists find it desirable to protect performance efficiency by replacing mileage-weary fuel pumps with new ACs. This widely accepted practice prevents the possibility of annoying and expensive fuel pump failures on the road.



*Equipment on
9 out of 10 cars
on the road*

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION



YUKON PAUL was Paul Moeller who went through his campaign with beard, gun, pack-heavy pony

Life's Party

The Duchy of Dormsylvania

WISCONSIN STUDENTS PICK DUKE

The Duchy of Dormsylvania, on the campus of the University of Wisconsin in Madison, comprises four dormitories with a population of 1,700 students. As the term winds up, the residents try to outdo each other in nonsensical politicking for the title "Duke of Dormsylvania." During 10 days of competitive horseplay, contestants and their noisy followers have processions, athletic contests and kidnappings in an effort to win votes in the final election. This year the usually rowdy competition took on squealing overtones with the presence of 200 female students, now housed in one of the Duchy's dorms, who joined in the campaigning of the five contestants—"Purity Bob," "Yukon Paul," "Bat Ears," "Robin Hood" and "Saturday Knight." The title went to Yukon Paul, a junior, who was pleased that he won but regretted that college authorities would not permit his most spectacular stunt, a parachute leap into Lake Mendota.

LOSING A BIRLING CONTEST, YUKON PAUL TOPPLED INTO ICY LAKE WATER



INDIAN MEN AND MAIDS WHO SUPPORTED YUKON PAUL'S CAMPAIGN RUN





OUT ON PIER DURING TORCHLIGHT EVENING PARADE AROUND CAMPUS, ALL STUDENTS COULD PARTICIPATE, BUT ONLY THE DORMSYLVANIANS COULD VOTE



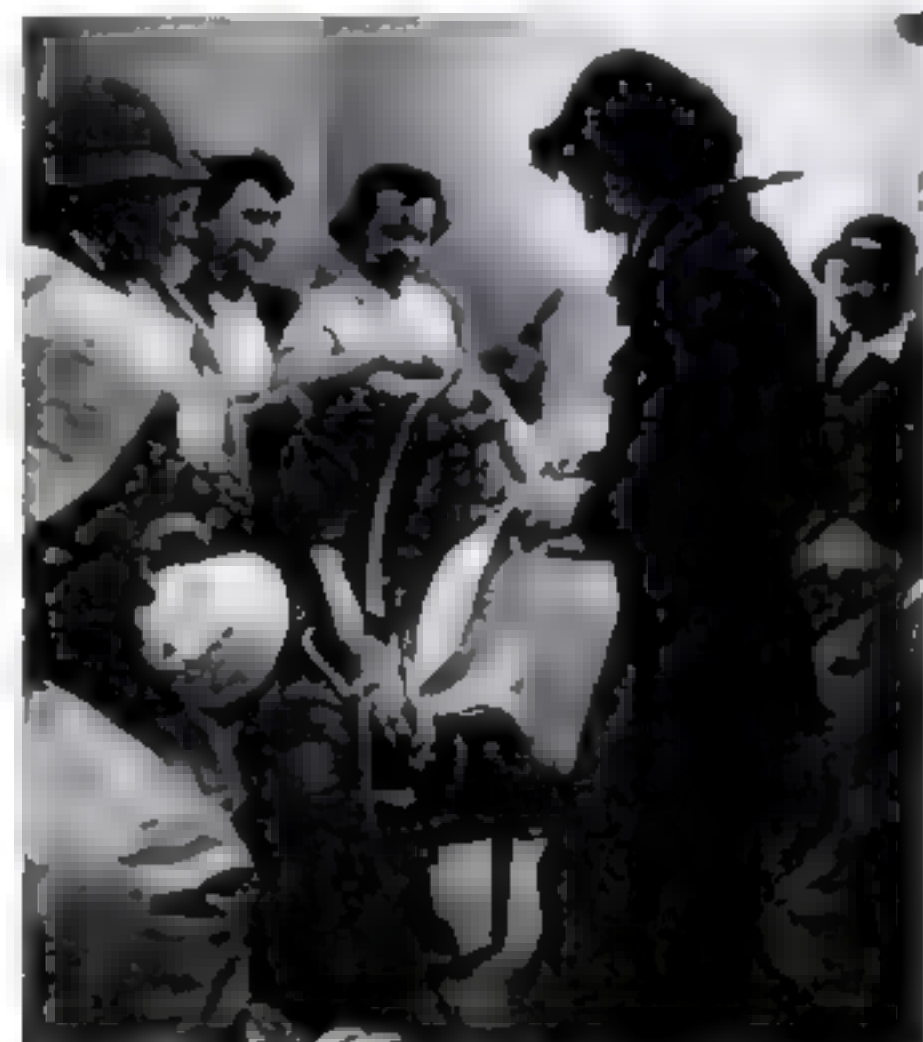
PUBLIC SHAVING of a week's beard was done with straight razor by president of girls' dorm as Yukon Paul's final organized stunt, two days before voting.

BURLAPED MAIDENS, wearing fringed outfits made from potato bags, sang and danced on table top in dining hall to drum up further interest in Yukon Paul.

RUNNER-UP HAD A RUGGED WEEK



MASSED KIDNAPERS cart Robin Hood, Bernard Stumbras, to Slichter Hall, dorm occupied by female students. He arranged stunt to get attention.



TORMENTED CAPTIVE is attacked with a water pistol while other captors bind him with a rope and pour pop bottles of cold water over his head.



RESIGNED ROBIN, ignored by card players, remained tied till 10 o'clock when he went home to bed. But it was all to no avail. He came in second.

CONTINUED ON NEXT PAGE

FOR THOSE WHO PREFER THEIR

J B JEWELERS' BEST

For Her: **GOLDEN PENNY**—Custom smartness jewelry—price \$5.50*
For Him: **THE FIREWOOD**—A men's watch—price \$9.50*
Wherever fine jewelry is sold

*Both have guaranteed a 10% less stock price. Price includes post tax.

J B

E-X-P-A-N-S-I-O-N WATCH BANDS

JACOBY BENDER, INC. NEW YORK 13, N.Y.

INSECTS GO!
When You Use
Insect Foe®

A powerful repellent against mosquitoes, chiggers, gnats, flies and other insects. Rated most effective by an independent research organization. ONLY 89¢.

Safe for Skin... Lasts 4 Hours

S. PFENNER MFG. CO. • ST. LOUIS, MO.

Ease SUMMER COLDS and MAY FEVER TAKE Tabcin®

AT ALL DRUG STORES • 45¢ and 75¢ SIZES

Men of Production
PICTURE YOURSELF
in *Dickies* big ad in this issue.

Don't Get Left... GET RY-KRISP!

Make Your Bread RY-KRISP

Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129



FEARLESS HERO ESCAPES DOWN ROPE FROM DORAI'S SECOND FLOOR ROOM

FORCED WEDDING ENDED AS SHERWOOD FOREST DRAFT BOARD TOOK HIM



Advertisement



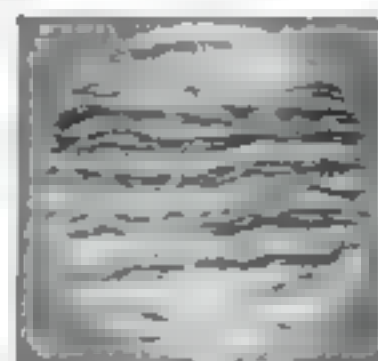
Dandruff on shoulders is excessive dandruff... a sign your scalp needs care.

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff does frequently lead to baldness.



1st STAGE:
Spores of Malassezia

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassezia*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often baldness.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the right kind of care. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present.

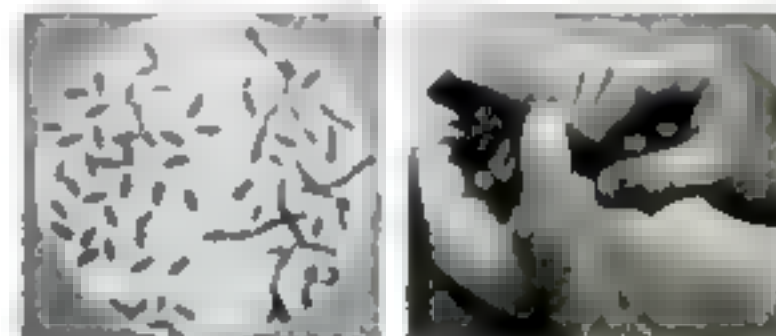
TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic generously on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—without putting any water on your head. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml contains just enough oil to groom hair—without plastered-down appearance.

At first, more dandruff flakes than usual may appear. This simply means dandruff is being "chased out" from



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected.

scalp. In stubborn cases, repeat Kreml-and-shampoo treatment.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassezia. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it has helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. Ask for our Kreml Shampoo. See how the Kreml Method makes your head feel better, look better! The J. B. Williams Co.

are you really set for
Summer?



Why worry about belt and ridge lines showing through sheer Summer dresses? Why be downright uncomfortable due to the chafing and irritation of warm external pads? Switch to Tampax monthly sanitary protection now, and be really set for Summer.

For Tampax is the cool, comfortable, internal method. Invented by a doctor, Tampax is made of compressed surgical cotton in dainty applicators. *Your hands need never even touch it.* And because it's worn internally, it's invisible; you can even wear it with a wet or dry bathing suit. It's unfelt, too, once it's in place.

There are other things about Tampax that make it especially nice in the Summer. For example: There's no possibility of odor. It's easily disposed of, even when visiting or vacationing. And it's so small a month's supply goes in your purse.

Get Tampax at drug or notion counters in 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in rest-rooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

LF-1-63-L

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below

() REGULAR () SUPER () JUNIOR

Name

Address

City State

Pennsylvania CONTINUED



HANGING ENEMY who swung for two minutes with rope under arm—before being carried away in coffin showed gangster technique of Bat Ears.



CAGED SLAVES who volunteered for job in skit were rescued from auction by Saturday Knight, a do-good medieval hero who came in last in the election.

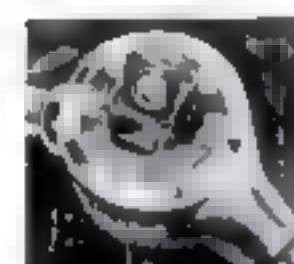
Set it to sprinkle **5 to 50 FEET**
Automatically



Here's convenience you've always wanted in a sprinkler—desired distance and spray automatically at a turn of a dial!

Speed of the revolving arms breaks up the spray—provides a natural rain-like shower that's best for all lawns.

Beautiful, rich green. Long-lasting quality. See this automatic and other famous Sunbeam Rain King sprinklers at your dealer's.



EXCLUSIVE FINGER-TIP CONTROL
Automatically sets revolving arms to sprinkle any area you want from 5 to 50 feet

5000 W.
Roosevelt Rd.
Dept. 12
Chicago 38, Ill.

Sunbeam
CORPORATION

Canada Factory:
321 Weston Rd.
Toronto 9



WIVES of Men of Production
See *Dickies* big ad in this issue —
AN INSPIRATION FOR FATHER'S DAY

FOR THE **WHITEST** SHOES

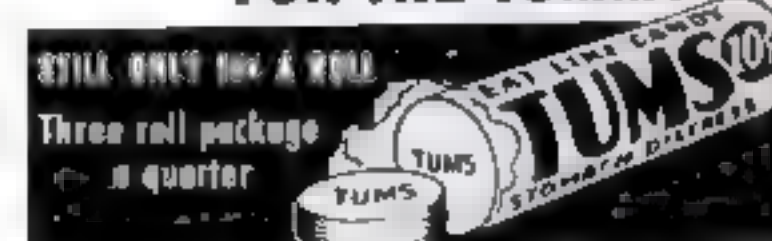


DEMAND HOLLYWOOD sani-white


HOLLYWOOD SHOE POLISH INC.
RICHMOND HILL 16, N. Y.

STOMACH UPSET?
banish Acid Indigestion
Heartburn fast with...

TUMS
FOR THE TUMMY



GUARANTEED TO CONTAIN NO SODA



Getting outside of yourself

Do you remember those pictures in *LIFE* a couple of years ago—of the little boy, born deaf, who with a special new device, was hearing sounds for the first time? He looked cute enough when he was outside in the waiting room, with his mother; but during the treatment, to see his whole face light up, his eyes and mouth wide open—well, I'll never forget it.

I don't know whether or not the *LIFE* editors realized it or not, but that very series was to me the perfect example of what *LIFE* itself does for its readers every week. It opens up new worlds to you—helps you get outside of yourself.

And that's not a bad thing—to get outside of yourself. I did it, right after the wartime accident that cost me both my hands (and my

subsequent learning to use new ones). I was in the movies; I traveled all over the country and in parts of Europe; I met important world figures. I got interested in many subjects, and spoke about them to my fellow-veterans and to groups of young people. I got a look at things and their meanings from lots of new angles.

Now, very few of us ever completely change our outlook as drastically as I did. Not all of us even want to. But it can be highly beneficial to walk into a new world for even a few hours every week. And you can do this, if you travel around with *LIFE*'s photographers—and give yourself a whole new acquaintance with places and people and ideas that you'd never run into, in the ordinary course of your life.

By **HAROLD RUSSELL**, Past National Commander, AMVETS
U. S. Representative, World Veterans Federation



WINGS ON A WINDOW

To survive in New York pigeons turn into expert panhandlers. They come to know the parks where people pass out peanuts and the window ledges on buildings where office workers leave hand-outs of old bread. One day recently one of the ledge birds was headed for a skyscraper meal when apparently it mistook a large window—10 by 12 feet—for an opening between buildings. It

came crashing into the glass and, being dusty, left its outline on the window. Nobody saw the collision but Photographer H. J. Abrahams, who took this picture through the glass so that the wings look as if they are imprinted on the building opposite, saw a Blue pigeon limping around on the window sill and surmised that this was the bird that had not looked where it was going.



I stepped backstage
just before **CORONATION**
CURTAIN TIME!

1 "Trappings of royal splendor are ready to make London the world's most colorful city on Coronation Day. I helped set the stage. When a shopkeeper said, 'Give us a hand, Yank,' I pitched in," writes Sam Broadwater, an American friend of Canadian Club. "Multiply this shopfront by thousands and you begin to see how London will look June 2.



2 "It took an hour — I timed it! — for these Corporals to don their Royal Household Cavalry uniforms for a Coronation rehearsal. One a member of the Blues, the other of the Life Guards, they wear the battle-dress of their 17th century forebears.



3 "I felt topheavy in the towering bearskin cap worn by the Coldstream, Scots, Irish, Welsh and Grenadier Regiments of the Brigade of Guards. Michael Silberston, whose grandfather made bearskins for 19th century European armies, gave me a fitting. He's made 3,000 of these headdresses for the Coronation.



4 "London is a man's town and a London pub, like the famous Antelope, is every man's club. An honored member of the Antelope, I discovered, is Canadian Club!

5 "Right next door to New York by Pan American World Airways Clipper, my English neighbors tell me they find Canadian Club everywhere they travel, just as I do."
Why this whisky's worldwide popularity? Canadian Club is *light as scotch, rich as rye, satisfying as bourbon.*

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one and only one Canadian Club*, and *no other whisky* tastes quite like it in all the world.

IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED WHISKY • MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



BY APPOINTMENT
SUPPLIERS OF "CANADIAN CLUB" WHISKY
TO THE LATE KING GEORGE VI
HIRAM WALKER & SONS LIMITED, WALKERVILLE



"Just as I've told you on our Dragnet shows, I smoke two packs of Chesterfields every day . . . much milder Chesterfield is best for me."

Jack Webb



Chesterfield is Best for YOU!

CHESTERFIELD contains tobaccos of better quality and higher price than any other king-size cigarette . . . the same as regular Chesterfield.



CHESTERFIELD—FIRST CIGARETTE TO OFFER SMOKERS PREMIUM QUALITY IN BOTH REGULAR AND KING-SIZE

Copyright 1953, Liggett & Myers Tobacco Co.

WHEN you are asked to try a cigarette you want to know, and you *ought* to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

no adverse effects to their nose, throat or sinuses from smoking Chesterfields.

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

Enjoy your Smoking!

Try **Much Milder Chesterfield** with its **extraordinarily good taste.**